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AIP FOUNDATION
MAKING ROADS SAFE

Quarterly Progress Report

Head Safe. Helmet On.

December 2014 – February 2015



March 2015

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Acronyms

AIP	Asia Injury Prevention
DIV	Development Innovation Ventures
DoEYS	Department of Education, Youth and Sport
FIA	Federation Internationale de l'Automobile
HSO	Head Safe. Helmet On.
IEC	Information, Education and Communications
JICA	Japan International Cooperation Agency
M&E	Monitoring and Evaluation
MoEYS	Ministry of Education, Youth and Sport
MoI	Ministry of Interior
RCVIS	Road Crash and Victim Information System
SBP	School-Based Program
UPS	United Parcel Service of North America, Inc.
USAID	United States Agency for International Development
US-CDC	United States Centers for Disease Control and Prevention

1. Executive Summary

This quarterly progress report covers activities supported by the “Head Safe. Helmet On.” (HSHO) project in Cambodia through the United States Agency for International Development’s Development Innovation Ventures (USAID-DIV) Grant No. AID-OAA-F-15-00012 to the Asia Injury Prevention (AIP) Foundation. HSHO is a two-year program with an overall objective of preventing thousands of unnecessary road crash injuries and fatalities and saving Cambodia millions of dollars otherwise lost. Activities are targeted towards primary school students and teachers, and motorcycle passengers aged 15-44 years of age in three Cambodian provinces: Phnom Penh, Kampong Speu and Kandal. The period of the project is June 1, 2014 to June 1, 2016.

During the reporting period of December 1, 2014 to February 28, 2015, the AIP Foundation continued its efforts to effectively implement HSHO activities for each of its three main components:

- HSHO’s **School-Based Program (SBP)** aims to increase helmet use at target schools by providing helmets and road safety education to all students and teachers while reinforcing messages through various interactive activities.
 - During this quarter, AIP Foundation hosted 18 ceremonies to formally handover approximately 16,000 helmets to primary schools in three Cambodian provinces. The SBP team is also organizing school implementation plans, parent information sessions, and student activities to promote road safety. Murals, posters and flyers have, and will continue to be, disseminated on school campuses and to parents to further reinforce helmet safety messages within the communities.
- The behavior change campaign, called **Behavior Change Communications (BCC)**, will improve passenger helmet use behavior through mass media, as well as street- and commune-based campaigns.
 - The BCC and Communications teams is designing and producing BCC materials, including a television, radio commercial, billboards as well as printed materials. Preparation and helmet production have also begun for the street-based campaign days and commune-wide activities to be held from April until July 2015.
- The third component, **Enabling Environment Campaign (EEC)** will improve enforcement of the newly-passed passenger helmet law by engaging stakeholders in a series of meetings, workshops and study tours.
 - The EEC team hosted an enforcement study tour to Vietnam and Singapore with national government representatives to share experiences and learn enforcement activities in neighboring countries. A National Passenger Helmet Enforcement Action Plan Workshop was held in January, and preparation has begun for a district-level enforcement study tour to Vietnam and two passenger helmet enforcement action plan workshops in April. The development of a national passenger helmet enforcement action plan has also begun.

Throughout the quarter, AIP Foundation witnessed several accomplishments within each of the three components of HSHO.

- **School-Based Program**
 - The SBP program was kicked off by a December 9, 2014 helmet handover ceremony with over 3,000 participants at Tuol Svay Prey Primary School in Phnom Penh. There were 17 additional ceremonies at the remaining HSHO target schools. Over 16,000 helmets were handed out to primary school students and teachers. Parent information sessions and distribution of communications materials, including flyers, murals and commitment letters planned for March 2015, will further encourage communities to wear the helmets at all times.
- **Behavior Change Communications**
 - The BCC team is preparing for a four-month mass media campaign that will launch in April. This will include a television and radio commercial, billboards displayed prominently on national highways, tuk-tuk panels circulated in each province, and a street-based campaign with trained volunteers who will teach road users to wear helmets and pass out helmet vouchers. Throughout the three months, the team developed the campaign concept, received stakeholder approval, and started production of the BCC materials.
- **Enabling Environment Campaign**
 - The new Road Traffic Law in Cambodia was passed in January 2015. More information can be found in the Opportunities section. During the quarter, the EEC team hosted a successful enforcement study tour with national representatives to Vietnam and Singapore, and is organizing another enforcement study tour to Vietnam with district representatives in March 2015. A National Passenger Helmet Enforcement Action Plan Workshop was hosted after the law was passed to develop an action plan, and two District Passenger Enforcement Action Plan Workshops will be hosted in April 2015.

2. Quarterly Progress

During the period of December 1, 2014 to February 28, 2015, AIP Foundation made solid progress towards the fulfillment of the HSHO project objectives, having completed almost all the activities planned for this quarter. These activities include:

2.1. Initial Project Activities

2.1.1. Preparation and Project Launch

1.2. Project Announcement

2.2 Program Components

2.2.1. School-Based Program

- 2.1. School Selection and Planning Meetings
- 2.2. Helmet Production
- 2.4. Ceremonies and Events
- 2.5. Parent Activities
- 2.6. Student Activities
- 2.7. Public Awareness Activities

2.2.2. Behavior Change Communication

- 3.1. BCC Material Development
- 3.2. Mass Media Campaign
- 3.3. Street-Based Campaign
- 3.4. Commune-Based Campaign

2.2.3. Enabling Environment Campaign

- 4.1. Policy Briefs and Advocacy Meetings
- 4.2. Nation-Wide Activities
- 4.3. District-Wide Activities
- 4.4. Commune-Wide Activities

2.3. Cross-Cutting Activities

2.3.1. Monitoring and Evaluation (M&E)

- 5.1. School-Based Program M&E
- 5.2. Behavior Change Communications M&E
- 5.3. Enabling Environment Campaign M&E
- 5.4. Project-Wide M&E

2.3.2. Materials Development

2.3.3. Procurement

2.1. Initial Project Activities

2.1.1 Preparation and Project Launch

During the third quarter of HSHO activities, meetings were held with government officials and development partners.

1.2 Project Announcement

1.2.6. Meet with Government Officials, Ambassadors, and Leaders

In December 2014, AIP Foundation staff met with government officials and key leaders of international development partners and foreign embassies to provide a more comprehensive overview of the HSHO project, answer questions, seek their support and guidance in project implementation, and to request that funds and technical assistance by development partners be further prioritized for road safety. AIP Foundation met with the following government officials, international development partners and embassies: the Cambodian Ministry of Information, Japanese International Cooperation Agency (JICA), and the Embassy of Japan. HSHO's second policy brief, developed in December 2014, was shared with

the representatives of JICA and the Embassy of Japan.

Table 1 Meetings Summary

Date	Key Attendee(s)	Meeting Outcomes
December 5, 2014	Mr. Fukuzawa Daisuke, Representative of JICA, and Ms. Miura Aya, Project Formulation Advisor	Mr. Daisuke encouraged AIP Foundation to stay in close contact with relevant government ministries and authorities such as the Ministry of Public Works and Transportation, which receives funds and loans from JICA and the Japanese government for possible collaboration in road safety.
December 8, 2014	Mr. Tsuruta Go, Second Secretary of the Embassy of Japan	Mr. Go expressed his strong interest in the HSHO project and confirmed participation in the SBP launch ceremony held on December 9. Mr. Go also introduced a funding opportunity, the Kusanone Grant, which has operated under the Embassy of Japan in Cambodia for several years.
February 11, 2015	H.E. Hieu Kanharith, Minister of Information	H.E. Kanharith will co-organize a workshop for media on road safety and the new traffic law in the near future with the Ministry of Public Works and Transportation.

2.2. Program Components

2.2.1 School-Based Program

During the third quarter of HSHO, School-Based Program (SBP) activities were completed to host helmet handover ceremonies at primary schools and coordinate activities for students, parents, and teachers. More information on the ceremonies can be found in the supplementary School-Based Programs Launch Ceremonies Report.

2.1 School Selection and Planning Meetings

2.1.3. Develop School Implementation Plans and Host Planning Meetings

AIP Foundation met with school administrations and teachers to develop specific project implementation plans for each individual school for the first year of HSHO. The plans, approved by the Ministry of Education, Youth and Sports (MoEYS) and the provincial Departments of Education, Youth and Sport (DoEYS), took into account school schedules, locations, amenities and other details. Activities planned include student trainings on helmet use, road safety simulation corners, games, and question and answer sessions. The draft activity plans were reviewed and edited during the teacher training workshops in October as described in (2.3.1.). Staff then revised the plans based on feedback and presented them to the schools during planning meetings in October and November 2014. Plans will again be developed from August to October 2015 for the second year of HSHO.

Table 2 School Implementation Plans for HSHO Year 1

Activity	Lead	Month
School selection	AIP Foundation	July 2014
Helmet observation: Before and after project implementation	AIP Foundation and School	November and December 2014. January, October and November 2015. January 2016
Helmet Kick-off Ceremony at 18 target schools	MoEYS, DoEYS, AIP Foundation and Primary School	December 2014 and November 2015
Crash report and percentage of helmet wearing among students	Primary School	October 2014 to May 2016
<i>Road safety and Helmet use training</i>		
Helmet use training for students	Primary School	November 2014 to May 2016
<i>Non-class activities</i>		
Helmet use training , drawing competition, Q&A contest, road safety behavior among students	AIP Foundation, Primary School and Volunteers	April and May 2015. January 2016
Project year-end report to sponsors	AIP Foundation and Primary School	August 2015 and June 2016

Table 3 Dates and Locations of Planning Meetings

Date	Primary School	Location	No. of Teacher Participants
Phnom Penh Province			
October 17	Tuol Svay Prey Primary School	Tuol Svay Prey Primary School	2
	Hun Neang Tuol Tumpong II Primary School	Hun Neang Tuol Tumpong II Primary School	2
October 22	Hun Neang Boeung Trabaek East Primary School	Hun Neang Boeung Trabaek East Primary School	2
	Chba Ampov I Primary School	Chba Ampov I Primary School	2
October 28	Prek Eng Primary School	Chba Ampov I Primary School	2
	Veal Sbov Primary School		2
Kandal Province			
October 20	Prek Tapeou Primary School	Bun Rany Kroupeur Ha Primary School	2
	Bun Rany Hun Sen Kroupeur Ha Primary School		2
	Prek Ho Primary School		2

October 21	Korki Thom Primary School	Korki Thom Primary School	2
	Sdao Konleng Primary School	Sdao Konleang Primary School	2
	Bantheay Daek Primary School		2
Kampong Speu Province			
November 3	Prey Pdao Primary School	Prey Pdao Primary School	2
	Ang Metrey Primary School		2
	Cham Bak Primary School		2
November 4	Santhe Pheap Primary School	Santhe Pheap Primary School	2
	Ang Serey Primary School		2
	Kanduol Dom Primary School		2

2.2 Helmet Production

2.2.2. Design, Order, Produce and Ship Helmets



The red helmets that were distributed at AIP Foundation's helmet handover ceremonies in early December were designed with the help of the Communications team in September. The helmet mock-up includes the HSHO and United Nations Decade of Action for Road Safety logos. The helmet orders were determined by size and color testings held in July at each primary school.

The helmets were ordered in October 2014 with cost-share funding from AIP Foundation's subsidiary helmet company, Protec, a non-profit social enterprise located in Hanoi, Vietnam. Production of 16,022 helmets was completed in November, and were shipped to the individual Cambodian schools through a procured shipping company, SCL Global Company Limited. All helmets arrived in the week before each December ceremony.

2.4 Ceremonies and Events Teacher Activities

2.4.1. Design, Order and Print Communication Materials

All communications materials, including backdrops, displays and hand-outs, were developed in October and November by AIP Foundation's Communications team, and were printed by a company that was procured in November. All materials were printed and distributed to the appropriate schools before the day of each individual event in December. All ceremonies used the same banner and display designs.

2.4.2. Promote Attendance

AIP Foundation promoted attendance of the December launch ceremonies through personal invitations to key donors and stakeholders, government officials, traffic police, non-government partners, and media outlets. Promotional information was also distributed via social media channels.

Honorary and international guests were informed about the December 9 ceremony in September and October, and were sent formal invitations in November after AIP Foundation received confirmation that the Deputy Prime Minister of Cambodia would chair the large ceremony on December 9. In addition, AIP Foundation wrote three press releases, one per target province, for local and international media in order to encourage broad coverage of all the ceremonies and events.

2.4.3. Prepare Ceremony and Event Activities

In early November, AIP Foundation staff worked with school principals and students to coordinate speeches and ceremony activities and local police to coordinate safety and security for the events, particularly the large ceremony in Phnom Penh which was presided over by H.E. Sar Kheng, Deputy Prime Minister. Rehearsals run by AIP Foundation staff were held the week before each event.

2.4.4. Organize Ceremonies and Events

The 18 helmet handover ceremonies and HSHO launch events were held in December to formally donate over 16,000 helmets to students of 18 Cambodian primary schools and to formally launch the first year of HSHO.

Table 4 Helmet Handover Ceremonies

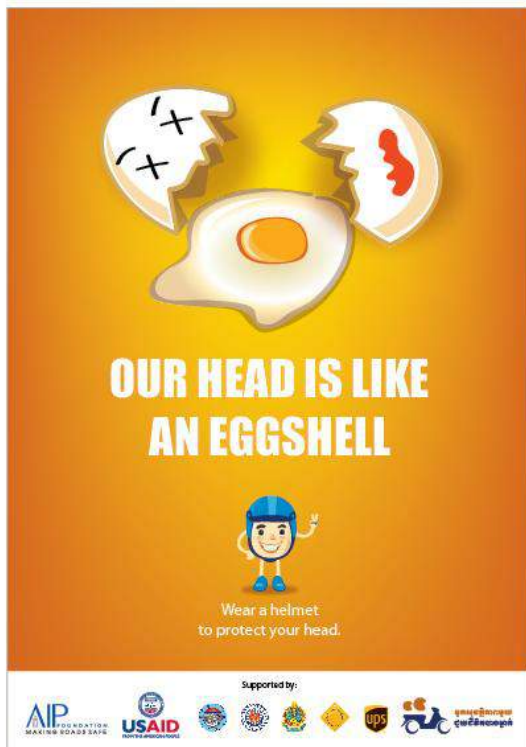
Primary School	Ceremony Date	Total Helmets Donated	Host
<i>Phnom Penh Province</i>			
Tuol Svay Prey	December 9	902	Sar Kheng, Deputy Prime Minister, Minister of Interior
Hun Neang Tuol Tumpung II	December 16	919	Mr. Tin Souvann, Vice-Commune Chief
Hun Neang Boeung Trabaek East	December 16	1,476	Mr. Sen Bo Te, Commune Chief
Chba Ampov I	December 26	1,894	Mr. Pov Huot, Commune Chief
Veal Sbov	December 26	240	Mrs. Yun Sophal, Vice-Commune Chief
Prek Eng	December 26	1,104	Mr. Neth Saraen, Commune Chief
<i>Kandal Province</i>			
Bantheay Daek	December 24	820	Mrs. Khuon Kong, Commune Chief

Sdao Konleng	December 24	996	H.E. General Yun Chhun, Deputy General Commissioner of the Cambodia National Police
Prek Ho	December 31	1,099	Mr. Chum Sinuon, Commune Chief
Prek Tapeou	December 31	960	Mr. Sim Bout Bandith, Police Chief of Commune
Bun Rany Hun Sen Kroupeur Ha	December 31	1,050	Mrs. Eam Samai Vice-Governor, Takhmao City
Korki Thom	December 31	653	Mrs. Chan Kanika Vice- Governor, Kien Svay District
<i>Kampong Speu Province</i>			
Santhe Pheap	December 29	579	Mrs. Prum Samrang, Commune Chief
Kanduol Dom	December 29	573	Mr. Dy Norn, Commune Chief
Ang Serey	December 29	495	Mrs. Nhoek Pich, Commune Chief
Cham Bak	December 20	948	H.E. Hun Many, Member of National Assembly
Ang Metrey	December 30	602	Mr. Srey Vaen, Commune Chief
Prey Pdao	December 30	712	Mr. Nov Bunthorn, Commune Chief
	Total	16,022	

2.5 Parent Activities

2.5.1. Distribute Parent Commitment Letters and Flyers

AIP Foundation's SBP and Communications teams developed and finalized parent commitment letters and flyers in October and November. The commitment letters, which ask all parents to pledge their support to the HSHO project and to ensure their children always wear helmets by signing and returning the letters, will be distributed in March via school principals. Parents are also asked to give permission to AIP Foundation to use photographs of their children in publications. The flyers, developed by AIP Foundation's Communications team, have key road safety and helmet use messages. They will be distributed at March 2015 parent information sessions. The flyers were delayed due to sponsor approvals and translation. A print company is currently being procured and will print 17,000 flyers in March for distribution.



English versions of flyers

2.5.2. Organize Parent Information Sessions

Parent information sessions, hosted by the SBP team, will be held in March 2015 at each of the target schools. These sessions will introduce parents to the project and seek their support for it. Approximately 20 percent of the parents at each school are expected to attend the workshops. The information sessions will again be held in January and February 2016 for the second HSHO school year.

2.6 Student Activities

2.6.1. Organize Student Activities to Promote Road Safety

AIP Foundation is collaborating with school coordinators to organize student activities to promote road safety, to be held in April and May. The activities are specific to each school and will include a variety of events and games such as road safety simulation corners, painting and drawing contests, and question and answer sessions. During the teacher training workshops in October and November, AIP Foundation trained the school coordinators in how to coordinate these activities. School principals have also been enlisted to encourage teachers to plan and participate in the activities. The student activities will again be held in January 2016 for the second HSHO school year.

2.7 Public Awareness Activities

2.7.1. Install and Display Helmet Use Billboards

Four helmet use and road safety murals, developed by AIP Foundation's SBP and Communications teams, were painted on entrance gates or on prominent walls and fences of each target school in December 2014. The murals consist of a design that promotes helmet use, with basic steps on how to correctly wear a helmet, and pedestrian safety. The murals, which serve as daily reminders of the need to wear a helmet on each trip to and from school, will be displayed until the end of the HSHO project in June 2016. From December 2014 to February 2015, the SBP team followed up with each school to ensure that all murals were in good condition, not obstructed, and were reinforcing all helmet use and road safety messages for students, teachers, and parents.



Four helmet use and road safety murals

2.7.2. Hang and Display Helmet Use Posters

Helmet use posters, which are the same design as the flyers in (2.5.1.) depicting a fragile human head as an egg, were developed in October 2014 by AIP Foundation's SBP and communication team. A printing company, which was procured in December 2014, produced and distributed 1,000 posters among the 18 target primary schools before the December helmet handover ceremonies. The posters were posted in classrooms, hallways, common areas, and were handed out to parents.

2.2.2. Behavior Change Communication

From December 2014 until February 2015, the Behavior Change Communication (BCC) team began

preparation for the production of BCC materials, and for the organization of campaign days and commune-wide activities.

3.1. BCC Materials Development

3.1.1. Design and Produce BCC Materials

In December 2014, AIP Foundation finalized a contract with a creative agency, 17 Triggers, to produce BCC materials, including a BCC concept and a television and radio commercial. The BCC concept is a research-driven intervention around which the BCC campaign will be designed, consisting of a framework with a core message, an execution plan on how content and design will work together to deliver the message, and a defined tone of the program. Background information on the concept was obtained from the BCC baseline survey in August 2014, prototype testing, and storyboard testing among focus groups led by 17 Triggers held in December 2014 (5.2.1.) The concept, which will promote passenger helmet use, will apply to all commercials, billboards, banners, motorcycle taxi panels and other training materials. In February 2015, AIP Foundation hosted a consultative stakeholder meeting to incorporate relevant stakeholder feedback into the final production of the materials. More information can be found in (3.1.2.).

From December to February, AIP Foundation and 17 Triggers developed the concept and content for commercials and billboards that will be aired or displayed from April to July 2015. The television commercial, shot in late February, portrayed a spirit rider, inferred to have been killed in a motorcycle crash because of not wearing a helmet, who hands helmets out to a living family who is not wearing helmets on a motorcycle. The billboards will consist of stills, provided by 17 Triggers, of the spirit rider handing out helmets to a non-helmeted family. The tagline for the commercials and billboards will be “Protect your passengers, ensure they wear helmets.”

3.1.2. Host Consultative Stakeholder Meeting to Review BCC Materials

On February 10, AIP Foundation hosted the first of two consultative meetings with stakeholders to review major BCC materials, including the television commercial, radio commercial, and billboards, in order to incorporate stakeholder feedback into the final production of the materials. Approximately 30 stakeholders, including government officials from the Ministries of Education, Culture, Information and Telecommunications, national and provincial road safety committees, local youth groups, and media members, attended the meeting. They discussed the current drafts, as well as concepts, designs, and messages, and provided critical advice to AIP Foundation and the creative agency, 17 Triggers. Constructive recommendations and suggestions were incorporated into further internal discussions between AIP Foundation and 17 Triggers.

3.2 Mass Media Campaign

3.2.1. Host Press Conferences

AIP Foundation has begun preparations for a BCC launch event and press conference on April 2, 2015 in Phnom Penh. The BCC team is in the process of drafting BCC launch concepts, arranging

logistics and finances for the event, and inviting approximately 120 participants to attend including government representatives, traffic police, project sponsors, and other road safety stakeholders. The event will launch the mass media campaign, and will include a presentation of the campaign concept, as well as a preview of the television and radio commercials. Media members will be invited to report on the event and the campaign. A second press conference will be held in November 2015.

3.2.2. Coordinate Public Relations Campaign

A public relations campaign will reinforce the BCC key messages through various media outlets from April to July 2015 and from November 2015 to February 2016. AIP Foundation will contract with well-reviewed websites to display online banners and advertisements promoting the BCC campaign key messages. In addition, staff will negotiate with local print and online newspapers to feature editorials and news releases discussing the campaign or, more broadly, public concern for road safety and helmet use. Finally, AIP Foundation will hire the services of a social media consultant to compile campaign images and content for display on Facebook, Twitter, local websites and blogs, and other social media outlets. All procurements will be finalized in March 2015.

3.2.3. Air Television Commercial

AIP Foundation has begun procurement of a local agency to develop a media plan based on the target audience and reach of HSHO, create an airing schedule, and sign contracts with local television and radio stations to air both commercials produced by AIP Foundation and 17 Triggers. The commercials will air frequently on multiple stations for two 4-month periods. The media plan will be developed in March 2015, and the commercials will be aired from April to July 2015, and again from November 2015 to February 2016. A separate procurement will be done for the second round of airing.

3.2.4. Produce and Air Televised Roundtable Discussions

AIP Foundation is procuring a local TV station to produce the first of two planned roundtable discussions with key individuals influencing the campaign. Likely invitees include high-ranking government officials and AIP Foundation senior-level staff. The discussions will be focused on project-relevant topics identified by AIP Foundation prior to the productions. After the production in March, the discussions will be edited before being aired on the local television station. The first roundtable discussion will be aired once a month from April to July 2015, and the second will be aired once a month from November 2015 to January 2016.

3.2.5. Air Radio Commercial

Please refer to (3.2.3.) for information on the commercial procurements.

3.2.6. Produce and Air Radio Talk shows

AIP Foundation is procuring a local radio station to produce and air four radio talk shows as part of the BCC mass media campaign. The talk shows will be focused on promoting campaign messages and activities. Additionally, the contract will also allow for the airing of AIP Foundation's radio

commercial immediately before and after each talk show. Each talk show will be aired live once and rebroadcasted a second time, and the scheduled times for airing are in April, May, June, July, November, and December 2015, and January and February 2016. The guest speakers will be AIP Foundation staff and high-ranking government officials from road safety-related institutions and offices.

3.2.7. Install and Display Billboards

The content and design of the billboards to promote key BCC messages will be provided by AIP Foundation's contract with a local creative agency, 17 Triggers. AIP Foundation has identified two prominent billboard locations on national highways with high visibility and daily viewership in each of the six target districts. Procurement has begun to procure two billboard companies, one for Phnom Penh and one for both Kandal and Kampong Speu, to install billboard stands, print and display billboards for the first of two 4-month periods, from April to July 2015 and from November 2015 to February 2016. A total of six billboards, one per target district, will be displayed.

3.2.8. Hang and Display Long Banners

AIP Foundation's Communications team developed the content and design of a long banner to promote key BCC messages throughout the target districts. Key locations have been identified and AIP Foundation is in the process of negotiating with local property owners to hang and display six banners in each target district for two 4-month periods. The banners will be displayed from April to July 2015, and from November 2015 to February 2016. After the first period, the long banner will be reproduced based on results of the BCC mid-term evaluation in summer 2015.

3.2.9. Post and Display Tuk-Tuk Panels

AIP Foundation's Communications team is in the process of developing the content and design of panels, which will include the finalized BCC message and be displayed on the back of tuk-tuks. The panels will be displayed for a 4-month period, from April to July 2015. AIP Foundation is identifying and contracting with 10 tuk-tuk drivers in each of the six target districts to display and maintain the panels on their vehicles. The tuk-tuk panels will again be displayed from November 2015 to February 2016.

3.3. Street-Based Campaign

3.3.1. Organize Campaign Days with Flyers and Helmet Vouchers

AIP Foundation continued preparations for a street-based campaign in the communes to be held from March to August 2015. Volunteers and traffic police will work in each of the six target districts to stop all passing motorcycles with non-helmeted passengers, distribute vouchers for subsidized helmets that can be redeemed at local police stations, and explain to them the importance of helmet use and compliance with the recently-passed passenger helmet law. Approval from provincial authorities to implement the activities was obtained in November in December.

The Communications team developed flyers and helmet vouchers, and the BCC team trained and

engaged police and volunteers to participate in the campaign days. A press release was developed in February to engage the media in spreading the word about the campaign days.

In early March 2015, approximately 20,000 helmets will be ordered from AIP Foundation's helmet factory, Protec, in Hanoi, Vietnam. The helmets have the same design as the SBP helmets for primary school students in (2.2.2.): red color with the HSHO and United Nations Decade of Action logos. AIP Foundation will procure a shipping company in March 2015 to ship the helmets to Cambodia in time for the campaign days in late March.

3.4. Commune-Wide Activities

3.4.1. Organize Commune-Wide Activities

During the last two EEC commune-wide meetings held in December 2014 and February 2015 as described in (4.4.1.), the BCC team discussed the creation of working groups for commune-based road safety activities made up of commune council members and relevant community members such as commune police and teachers. The working groups will become the official commune mechanism to deal with all road safety issues within the commune. The participants developed commune-wide activity budgets and plans for several events per year in each target commune to promote passenger helmet use. With technical support from AIP Foundation and the Cambodian government, the working groups discussed and planned activities that respond to communities' individual needs. AIP Foundation will guide and oversee the development of each commune's activity plans, but will ultimately allow each group to build its capacity and take ownership of their activities. To promote sustainability of the road safety events and activities, AIP Foundation also discussed with commune councils how to integrate road safety issues into annual commune plans called the Commune Investment Program. Additionally, some commune representatives gave in-principle agreements to AIP Foundation that they would allocate funds for road safety awareness activities through 2016.

3.4.3. Organize Door-to-Door Campaign

AIP Foundation and commune leaders are in the process of preparing implementation plans for the door-to-door campaign in which trained volunteers will speak with local people about the road safety challenges and to distribute campaign literature to commune households. The BCC and Communications teams are currently designing the flyers and posters to be distributed during the campaign. The campaign days will take place one day per month in May, June and July 2015, and again in December 2015 and January and February 2016. There will be a total of six door-to-door campaign days in each target commune.

3.4.4. Distribute Flyers in Common Areas

AIP Foundation worked with commune leaders to identify common areas such as schools, health centers and businesses to distribute flyers with campaign literature. The flyers, designed by the Communications team in February 2015, will carry BCC campaign messages, and will further encourage local commune residents to always wear helmets. The materials will be displayed from April to July 2015, and from November 2015 to February 2016.

2.2.3. Enabling Environment Campaign

During the third quarter of HSHO, EEC activities were completed to disseminate policy briefs at meetings with high-level government officials and development partners, organize and host enforcement study tours with national and district representatives, and to develop national and district passenger helmet enforcement action plans.

4.1 Policy Briefs and Advocacy Meetings

4.1.1. Disseminate Policy Briefs

During meetings with diplomats and development partners in December 2014, AIP Foundation disseminated the second of three policy briefs. It was also distributed at the National Passenger Helmet Enforcement Action Plan Workshop on January 29. The second policy brief, slightly delayed due to internal deadlines and competing priorities, is for international development partners and ambassadors. It built support for passing the draft law and sought the establishment of a model culture of proper motorcycle passenger helmet use by all partners.

In December 2014 and January 2015, AIP Foundation developed a third policy brief aimed at traffic police and relevant government officials that focuses on information regarding full enforcement of the recently-passed law. The brief includes information on how to enforce the law and the significance of enforcement. It will be distributed at the upcoming district-level enforcement study tour to Vietnam, and at the two district-level action plan workshops.

Table 5 Policy Brief Distribution

Date	Key Recipients	Policy Brief	No. of Recipients
December 5, 2014	Mr. Fukuzawa Daisuke, Ms. Mirua Aya, Japan International for Cooperation Agency	Second	2
December 8, 2014	Mr. Tsuruta Go, Second Secretary of Embassy of Japan	Second	1
January 29, 2015	Stakeholders of National Passenger Helmet Enforcement Action Plan Workshop	Third	67
February 11, 2015	H.E. Khieu Kanharith, Minister of Information	Third	1

4.1.2. Meet with Government Officials, Ambassadors, and Leaders

Please refer to (1.2.6.) for information on these meetings.

4.2 Nation-Wide Activities

4.2.2. Organize Enforcement Study Tour with National Representatives

From December 15-18, 2014, the EEC team led an enforcement study tour to Ho Chi Minh City, Vietnam

and Singapore with national representatives from the Cambodian government. All government representatives are directly involved in AIP project implementation, and were nominated to participate by the Minister of Interior. The purpose of the study tour was to learn about the successes and challenges of enforcing helmet laws from Vietnam and Singapore, both of which have good law enforcement practices, face similar urbanization challenges including population and vehicle growth and environmental problems, and have experience enforcing passenger and child helmet use.

The participants were:

- General Ty Long, Deputy Director of the Order Department of General Commissariat of National Police, Ministry of Interior, and Deputy Secretary-General of the National Road Safety Committee
- Major They Visal, Chief of Procedure Office of Order Department of General Commissariat of National Police, Ministry of Interior
- Mr. Prum Vantha, Head of Communication Office of the National Road Safety Committee
- Mr. Sim Vibol, EEC Program Manager, AIP Foundation
- Mr. Sokha Sidet, EEC Program Assistant, AIP Foundation

Study tour participants met with law enforcement and road safety partners, including the Ho Chi Minh City Traffic Safety Committee, the Vietnamese Traffic Police and Police Academy, the Traffic Police Department of the Singapore Police Force, and the Singaporean Road Safety Council. The Cambodian delegates presented information on the Cambodian road safety situation, problems faced by law enforcement, and the new traffic law, while Vietnamese and Singaporean delegates presented their achievements, law enforcement methods and enforcement action plans. All partners shared and documented best practices in the delivery of road safety enforcement actions, and analyzed the application of such actions in the different countries.

After the study tour, the Cambodian delegates filled out a post-study tour survey in which they all confirmed that they valued the experience, are familiar with how to incorporate the Vietnamese and Singaporean experiences into the Cambodian law enforcement action plan, and how to efficiently mobilize resources for improved road safety. Issues that were highlighted for the Cambodian delegates include long-term education and awareness of road safety among Cambodian citizens, strengthened relationships with media outlets to disseminate information, the development of a clear action plan for enforcement, management and education, and strengthened law enforcement in all areas of traffic safety. These lessons will be applied to future Cambodian action plans and law enforcement actions. An analysis of the survey will be reported in the Milestone 5 report.

4.2.3. Host National Passenger Helmet Enforcement Action Plan Workshop

After the passage of the new Road Traffic Law in Cambodia in early January, the National Passenger Helmet Enforcement Action Plan workshop was held on January 29, 2015 to begin the process of developing a national passenger helmet enforcement action plan. AIP Foundation staff presented on a cost life-saving analysis, disseminated the calls to action from the third policy brief, and participants of the study tour to Vietnam and Singapore in December 2014 presented their experiences and lessons learned and provided recommendations for how best practices can be used to develop the action plan.

Discussions were held on linkages between passenger enforcement action plans and other road safety policies, best practices and gaps in enforcement on helmets, and to develop an outline of the content of the National Passenger Helmet Enforcement Action Plan. The deliverable from the workshop was an outline of the content of the plan and a consensus of the next steps required to further develop the plan from February to April.

The four honorary guests were H.E. Lt. General Him Yan, Deputy General Commissioner of National Police; H.E. Peou Maly, Secretary General of the National Road Safety Committee; H.E Major General Lay Bunthan, Deputy Director of Central Department of Public Order of Ministry of Interior (MoI); and H.E Major General Ty Long, Deputy Director of Order Department, MoI. There were also 7 high-level Police Officials from the Order Department of MoI, 25 Deputy Commissioners of Provincial Police, 3 provincial Chiefs of Traffic Police, 6 district Deputy Police Inspectors, 14 traffic police officers from Phnom Penh, and 5 traffic police officers from Kandal and Kampong Speu provinces. Four media outlets covered the event to inform the public about the upcoming action plan.

4.2.4. Develop National Passenger Helmet Enforcement Action Plan

A national passenger helmet enforcement action was developed during the National Passenger Helmet Enforcement Action Plan Workshop (4.2.3.) held on January 29, 2015. The EEC team coordinated efforts to continue development and finalization of the plans throughout February, and worked with the national traffic police to consult with provincial traffic police, expand the plan based on feedback, and will finalize and submit the plan to higher-level government officials for approval in late March. The plan is expected to be implemented by May 2015.

4.3 District-Wide Activities

4.3.2. Organize Enforcement Study Tour with District Representatives

AIP Foundation is in the process of organizing an enforcement study tour with district representatives to Ho Chi Minh City, Vietnam. Originally scheduled for January 2015, but delayed due to passport logistics and the Vietnamese New Year, the study tour will now take place March 16-18, 2015. During the tour, the district-level participants will learn about the success and challenges of enforcing helmet laws in neighboring Vietnam. AIP Foundation's head office in Ho Chi Minh City is helping organize the tour. The district representatives will be accompanied by AIP Foundation's EEC Program Manager and EEC Program Assistant.

The enforcement tour will be attended by Major General Ty Long, Deputy Director of Order Department of General Commissariat of National Police, Ministry of Interior, and Major They Visal, Chief of Training and International Relations Office, Order Department of General Commissariat of National Police, Ministry of Interior. Additionally, the Deputy Commissioner and Chief of Traffic Police of each target province, and the Police Inspectorate of each target district will participate in the study tour. Partners and law enforcement bodies involved in the study tour will be the Vietnam National Traffic Safety Committee the Ho Chi Minh City and Dong Nai Province police forces, and District Traffic Police.

4.3.3. Host District Passenger Helmet Enforcement Action Plan Workshop

AIP Foundation will host two District Passenger Helmet Enforcement Action Plan Workshops in April 2015 in Phnom Penh and Kampong Speu. Originally planned for February 2015, the workshops were delayed due the postponement of the study tour, and to allow study tour participants to adequately prepare for workshop presentations. The workshops will begin the process of developing a district passenger helmet enforcement action plans for each target district. The workshops will have approximately 110 attendees, including participants of the study tour of district representatives to Vietnam (4.3.2), who will present best practices from Vietnam that can be applied to district-level action plans. The EEC team is currently procuring an international road safety expert to present at the workshop. During the course of the workshop, attendees will begin to outline the content of each district passenger helmet enforcement action plan. Media members will also be invited in order to inform the public about the upcoming district passenger helmet enforcement action plans.

4.4 Commune-Wide Activities

4.4.1. Host Commune-Wide Meetings

AIP Foundation hosted the last two of six commune-wide meetings in the province of Phnom Penh in December 2014 and February 2015. The meetings were postponed due to delays in obtaining permission to host the events by the Phnom Penh Municipality Governor. Future rounds will take place in April and May, and September 2015, as well as March and April 2016. Participants in each meeting came from the three target communes within the respective district. During the meetings, commune representatives were introduced and provided with updates on the project, discussed the establishment and responsibilities of Commune Road Safety Committees, and developed master action plans for awareness and education activities that will be funded by AIP Foundation and the respective communes. The Committees will consist of community members who will play roles in developing and overseeing road-safety related activities in the communes.

Table 6 Commune-Wide Meetings

Date	Location	Number of Participants	Meeting Outcomes
December 12, 2014	Chba Ampov, Phnom Penh	55 participants, including 39 commune representatives, 3 private sector representatives, 3 school representatives, 6 district officials, 3 commune police	All participants, particularly commune members, agreed to form a commune road safety committee and develop an action plan for improving road safety and helmet use in the communes.
February 17, 2015	Chamka Morn, Phnom Penh	33 participants, including 24 commune representatives, 3 school representatives, 3 district officials and 3 police officials	All participants happily agreed to form a commune road safety committee and develop an action plan for improving road safety and helmet use in the communes.

Table 7 Committee Members and Activities

Province	District	Commune	Number of Members	Number of Activities Developed in Action Plan
Phnom Penh	Chba Ampov	Chba Ampov I	9	18
		Veal Sbov	7	16
		Prek Eng	9	18
	Chamka Morn	Tuol Svay Prey II	7	6
		Tuol Tumpong II	7	5
		Boeung Trabaek	7	6

2.3. Cross-Cutting Activities

2.3.1. Monitoring and Evaluation

5.1 School-Based Program M&E

5.1.1 Conduct School Helmet Observations

In January 2015, AIP Foundation conducted the first post-intervention helmet observations at the 18 target schools, as well as 6 control schools.

Staff and trained volunteers conducted the first post-intervention helmet observation approximately two weeks after the December event at each target primary school where students and teachers received their helmets, as described in the School-Based Program Launch Ceremonies Report. The methods of the observations are included in December 2014's Behavior Change Communications and School-Based Program Baseline Report.

Across the 18 project schools, average student helmet use rates increased from 0.4% in the pre-intervention observation to 89% in the first post-intervention observation. However, student helmet use rates at the six control schools remained low from 0.5% in the pre-intervention observation to 2% in the first post-intervention observation. Rates disaggregated by vehicle type and gender, as well as driver rates, are included in Annex II.

Table 8 School-Based Helmet Observation at Target Schools

	Pre-Intervention	Post-Intervention #1
Intervention	0.36%	89.24%
<i>Phnom Penh</i>	<i>1.22%</i>	<i>82.35%</i>
Chba Ampov I Primary School	0.00%	90.36%
Hun Neang Boeung Trabaek East Primary School	2.37%	79.13%
Hun Neang Tuol Tumpong II Primary School	2.62%	78.92%
Prek Eng Primary School	0.00%	91.33%
Tuol Svay Prey Primary School	1.12%	72.02%
Veal Sbov Primary School	2.44%	91.38%
<i>Kandal</i>	<i>0.00%</i>	<i>91.28%</i>

Bantheay Daek Primary School	0.00%	90.69%
Bun Rany Hun Sen Kroupeur Ha Primary School	0.00%	76.23%
Korki Thom Primary School	0.00%	95.37%
Prek Ho Primary School	0.00%	90.80%
Prek Tapeou Primary School	0.00%	98.44%
Sdao Konleng Primary School	0.00%	96.18%
<i>Kampong Speu</i>	<i>0.00%</i>	<i>92.94%</i>
Ang Metrey Primary School	0.00%	87.30%
Ang Serey Primary School	0.00%	89.36%
Cham Bak Primary School	0.00%	96.81%
Kanduol Dom Primary School	0.00%	99.39%
Prey Pdao Primary School	0.00%	97.87%
Santhe Pheap Primary School	0.00%	86.89%

Table 9 School-Based Helmet Observation at Control Schools

	Pre- Intervention	Post- Intervention #1
Control	0.48%	2.04%
<i>Phnom Penh</i>	<i>1.16%</i>	<i>6.13%</i>
Chey Chumneas Primary School	0.00%	3.75%
York Bat Primary School	2.31%	8.51%
<i>Kandal</i>	<i>0.00%</i>	<i>0.00%</i>
Phum Thom	0.00%	0.00%
Takhmao Primary School	0.00%	0.00%
<i>Kampong Speu</i>	<i>0.29%</i>	<i>0.00%</i>
Mrom Chherng Primary School	0.59%	0.00%
Prey Cheuk Primary School	0.00%	0.00%

The second post-intervention helmet observation will be conducted 10-12 weeks after the ceremony at each school.

5.1.2 Conduct Crash Monitoring

In January 2015, Ang Metrey Primary School in Kampong Speu Province reported three crash cases following the guidance provided to school coordinators in November 2014 on how to report crash occurrences by filling out a Crash Notification Form and sending monthly reports to AIP Foundation. In all three cases, students were wearing their helmets and therefore effectively protected from head injury. The crash cases are described in Annex XII.

5.2 Behavior Change Communications M&E

5.2.1 Conduct Concept Testing

In December 2014, 17 Triggers, the creative agency developing the BCC concept design and TV and radio commercials, conducted interviews with 30 motorcycle drivers and passengers aged 15-65 to gain insights to inform the creative direction (Annex III) of the campaign. Interviewers showed the

respondents five previous TVCs developed to encourage helmet use and asked a series of questions (Annex IV) to gauge which one the respondents found the most effective and why. Then, interviewers asked questions related to existing awareness of the passenger helmet law and how it would influence them to wear helmets or not. All respondents consented to have the interview recorded (Annex V). See Annex VI and VII for more detail on the methodology and results, respectively.

In January 2015, 17 Triggers presented a series of storyboards based on the creative direction and tested the storyboards to determine which one would most effectively trigger the target population to wear helmets as passengers and put helmets on their passengers. During four small group screenings with a total of 16 participants (eight male and eight female aged 15-45), the facilitator showed one storyboard and observed the participants' non-verbal responses. Then, interviewers administered a questionnaire (Annex IX) to each participant with specific questions about the storyboard they viewed. This was combined with a small group discussion, in which participants were able to view the other storyboards. See Annex X and XI for more detail on the methodology and results, respectively.

5.3 Enabling Environment Campaign M&E

5.3.1 Conduct Enforcement Study Tour Feedback Surveys

In December 2014, AIP Foundation collected feedback from participants in the first study tour. After the March 2015 study tour, AIP Foundation staff will continue to collect and analyze feedback. Results will be presented in the Milestone 5 Quarterly Report.

5.4 Project-Wide M&E

5.4.1 Conduct Routine Monitoring

AIP Foundation conducted routine monitoring to keep track of outputs from project activities. In this quarter, AIP Foundation monitored key outputs of and planning meetings (2.1.3) at SBP target schools, as well as consultative meetings (3.1.2), the enforcement study tour with national representatives (4.2.2.), the national enforcement action plan workshops (4.2.3), and commune-wide meetings (4.4.1). For routine monitoring, program staff collect basic information on output indicators, including measurements of people, objects, and occurrences.

Program staff enter the collected data into AIP Foundation's monitoring database, where it is checked by the global M&E team and extracted for reporting.

5.4.2 Conduct Project-Wide Helmet Observations

In January 2015, Handicap International, the research agency contracted to collect data on motorcycle helmet use rates through quarterly, filmed helmet observations, submitted the November summary report (Annex XI) with the dataset.

They found that in November 65.1% of drivers and 11.2% of passengers wore helmets in 18 target communes, compared to 59.3% of drivers and 11.3% passengers in six control communes. Since the August 2014 baseline observation, helmet wearing rates increased slightly in target communes, from

63% to 65.1% among drivers and from 9.9% to 11.2% among passengers. Target communes in Phnom Penh experienced the greatest increase, from 71% to 74.6% among drivers and from 10.6% to 13.1% among passengers. AIP Foundation's analysis found these increases to be statistically significant.

Table 10 Street-Based Helmet Observation Summary

Province	Type of Site	Drivers		Passengers	
		August	November	August	November
Phnom Penh	Control	65.5%	67.4%	13.17%	12.7%
	Intervention	71.0%	74.6%	10.6%	13.1%
Kandal	Control	55.8%	56.9%	13.4%	12.2%
	Intervention	55.0%	54.8%	10.4%	10.3%
Kampong Speu	Control	37.0%	37.4%	5.8%	5.1%
	Intervention	40.9%	41.6%	6.6%	6.2%
Total	Control	57.4%	59.3%	11.8%	11.3%
	Intervention	63.0%	65.1%	9.9%	11.2%

In February, Handicap International collected data for the third helmet observations. Within eight weeks, they will submit another quarterly summary report and field report with the dataset.

5.4.3 Coordinate with Local Agency for Injury and Fatality Data Extraction

In December 2014, AIP Foundation signed a contract with the Statistics and Road Safety Division of General Secretariat of the National Road Safety Committee to extract data from the Road Crash and Victim Information System (RCVIS) to guarantee continuous access to injury and fatality data and reports throughout the project period. RCVIS submitted a data extraction plan in late February 2015, and will produce the first injury and fatality data report in April 2015. AIP Foundation will use the data to calculate the reduction in traffic crash head injuries and fatalities in the target areas, the number of lives saved, the number of injuries prevented, and the amount of money saved due to the HSHO project.

5.4.4 Consult with Technical Consultant

In December 2014, US-CDC experts Dr. David Sleet and Mr. David Ederer visited Cambodia to provide technical assistance to the HSHO project team and to organize a national dissemination workshop to share the results of the baseline helmet observations and knowledge, attitude, and behavior survey. The workshop was held at the NRSC office with the participation of the relevant government stakeholders and research institutions. At the workshop, NRSC requested to AIP Foundation to provide further technical assistance to strengthen the injury surveillance system.

2.3.2. Materials Development

AIP Foundation developed Information, Education, and Communication (IEC) materials to support project activities during the third quarter, as shown in Table 11.

Table 11 IEC Materials Summary

Activity	IEC Materials	Target Audience
2.5. Parent Activities	Commitment letters, flyers	Parents of primary school students
2.6. Student Activities	Backdrops, displays, hand-outs	Primary school students
2.7. Public Awareness Activities	Helmet-use Billboards, Helmet-use Posters	Children, teachers, and parents in target schools
3.1. BCC Materials Development	Television and radio commercial; T-shirts; Backdrop, displays, hand-outs	Cambodian population aged 15-44
3.2. Mass Media Campaign	Backdrops, displays hand-outs; Online banner and advertisement; Televised roundtable discussions; Radio talk shows; Billboard; Long banner; Tuk-Tuk panels	Cambodian population aged 15-44
3.3. Street-Based Campaign	Flyers, Helmet Vouchers	Cambodian population aged 15-44
3.4. Commune-Based Campaign	Flyers	Cambodian population aged 15-44
4.3. District-Wide Activities	Backdrop, displays, hand-outs	District-level officials, traffic police, influential leaders, media members, other key stakeholders
4.4 Commune-Wide Activities	Backdrop, displays, hand-outs	Commune-level officials, traffic police, influential leaders, media members, other key stakeholders

2.3.3. Procurement

During the third quarter, AIP Foundation procured contractual services for the HSHO project as outlined in the approved budget under the contract. All procurements were done in accordance with USAID, the government of Cambodia, and AIP Foundation regulations. A summary of completed, pending, and planned procurements are presented in Tables 12 and 13.

Table 12 Completed Procurements

Activity	Procurements	Provider	Funding Source
2.4 Ceremonies and Events	Ceremony set-up for three ceremonies	Various	USAID Cost-share
2.4 Ceremonies and Events	Helmets	Protec	Cost-share
2.7 Public Awareness Activities	Painting Company	Veng Artists	USAID
3.1 BCC Materials Development	BCC concept, television commercial, radio commercial	17 Triggers	USAID
3.1. BCC Materials	Venue for	Cambodia-Japan	USAID

Development	Consultative Stakeholder Meeting	Cooperation Center	
5.4. Project Wide M&E	Local Agency for Injury and Fatality Data Extraction	Statistics and Road Safety Division of National Road Safety Committee	USAID

Table 13 Pending Procurements

Activity	Procurements	Funding Source
3.1. BCC Materials Development	Produce t-shirts for BCC campaign	USAID
3.2. Mass Media Campaign	Venue for press conferences	USAID
3.2. Mass Media Campaign	Air TV and radio commercial, media plans	USAID Cost-share
3.2. Mass Media Campaign	Produce and air televised round table discussion	USAID Cost-share
3.2. Mass Media Campaign	Produce and air radio talk shows	USAID
3.2. Mass Media Campaign	Hang and display billboards	USAID
3.4. Commune-Based Campaign	Helmets for campaign days	Cost-share
4.2. Nation-wide Activities	Venue costs of national passenger Helmet Enforcement Action Plan Workshop	USAID
4.3. District-Wide Activities	International road safety expert	USAID

3. Challenges and Opportunities

3.1. Challenges

Over the reporting quarter, program implementers encountered a number of challenges to learn from and to monitor across the three project components.

School Based Program

Challenges faced by the SBP team during this Milestone can be found in the supplementary School-Based Program Launch Ceremonies Report. There were no other challenges of significance from the other activities.

Behavior Change Communication

The BCC team faced challenges mostly related to limited internal resources, such as number of available staff and small budgets, and working with the government. On more than one occasion, the BCC and EEC teams have dealt with complications arising from the fact that AIP Foundation guidelines for travel support rates are lower than Cambodian government travel support rates, which has affected which government officials and district-level facilitators participate in HSHO implementation activities. In these cases, the teams have spoken with upper-level management on how to reach a compromise and still follow AIP Foundation's guidelines.

Enabling Environments Campaign

The only challenge faced by the EEC team was the delayed approval from Phnom Penh authorities for organizing and hosting the commune-wide meeting.

Monitoring and Evaluation

The street-based helmet observations data-entry and detailed analysis was originally estimated to take four weeks, but has consistently taken up to eight weeks. Given the complexity of the data required, AIP Foundation has agreed to an extended timeline with Handicap International.

3.2. Opportunities

On January 9, 2015, Cambodia's King Norodom Sihamoni signed off on the traffic law, completing the final step for stronger road safety legislation to be enforced in the country. The bill was passed through both the National Assembly and the Senate in December 2014. The bill not only mandates that all passengers, including children over 3 years, wear helmets when traveling on motorbikes, but also limits the number of people on a motorcycle to one driver, one adult passenger and one child, and allows for fines of up to USD 1,000 for drunk drivers. The law went into effect in Phnom Penh 10 days after the King signed off, and 20 days in the provinces. The passage of this law marks a milestone event after 8 years of collective efforts by many road safety partners, including AIP Foundation. In addition to years of advocacy for the law, AIP Foundation submitted a Joint Statement to the Minister of Transport in 2014 which gained recognition from the UN Secretary-General's report *Improving Global Road Safety*, and presented a study to the Cambodian government in May 2014 on lives saved, head injuries prevented, and money saved if the law was passed, which drew greater attention from local and international media.

The participation of an international award-winning film crew, Richard Stanley Productions of Oxford, England, to film segments for an upcoming documentary with Michelle Yeoh on global road safety in developing countries provided an opportunity for road safety in Cambodia to be highlighted on an international scale. The film will be shown at the Second Global Ministerial Conference on Road Safety in Brasilia, Brazil on November 18-19, 2015. The meeting will bring together delegations of ministers and representatives dealing with transport, health, education, safety and related traffic law enforcement issues, review implementation progress of the Global Plan for the Decade of Action for Road Safety and

in meeting the goal of the Decade, and provide an opportunity for Member States to exchange information and best practices in order to include road safety into the post-2015 development agenda.

Two recent articles in high-profile international journals have highlighted road safety issues in Cambodia and AIP Foundation's work. Michelle Yeoh, Global Road Safety Ambassador, was profiled in the [Southeast Asia Globe](#) in a January 9, 2015 article. Her work with AIP Foundation during the SBP helmet handover ceremonies, including visiting schools and the distribution of helmets to primary school students, was mentioned to emphasize the work she has done to draw attention to global road safety. Additionally, a February 2, 2015 article in [Foreign Policy](#) profiled Cambodia's over-looked health crisis and the increase in injuries and fatalities that has followed the sharp rise in motorcycle use in developing countries. AIP Foundation's Cambodia Country Director, Pagna Kim, and H.E. Peou Maly, Secretary General of the National Road Safety Committee, were interviewed for the article.

The BCC team has recognized on several occasions that road safety is often not a priority in commune-level governance. Local authorities often prioritize other activities such as health and education in an effort to align with the Millennium Development Goals and federal government action plans and budgets. Social issues are pushed aside in favor of other issues with more tangible and physical results. The 2009 Village-Commune Safety Policy, written by the federal government, has nine sections that cover safety and security at the commune-level including road safety. The Policy is enforced by commune councils but has very little budget for implementation. AIP Foundation recognizes that this Policy is an opportunity to push the government at all levels to reinforce this policy, mobilize resources, and allocate budgets. HSHO's commune-wide activities, held in November and December 2014 and February 2015, helped to support the policy by creating Commune Road Safety Committees.

Under a new grant from the U.S. Centers for Disease Control and Prevention, AIP Foundation and Handicap International will conduct additional helmet observations in the three target provinces and two control provinces, Siem Reap and Kampong Cham. The observations are planned for March, July and November 2015. This will allow AIP Foundation to analyze the helmet observations to determine the effect of the HSHO project compared to other external factors.

On December 11-12, Mr. Greig Craft, President and Founder of AIP Foundation, attended the Safe Roads - Safe Kids Global Road Safety Summit in Washington, D.C. The summit was designed to build a movement of stakeholders and raise the issue of global road safety on the international agenda. Mr. Craft's presentation included the HSHO project as an example of best practices to address low helmet use in developing countries.

Recent announcements by the Ministry of Education can be attributed to the successful outcomes of SBP launch events and advocacy efforts. On January 9, Ministry of Education, Youth and Sports issued an Instruction on "Contributing to reinforce the implementation of road safety activities among education officials and students" and on January 28, the Ministry of Education, Youth and Sports issued a Decision on "Establishment of a Road Safety Commission for the Ministry."

4. Changes to Project Plan

The Enforcement Study Tour with District Representatives (4.3.3.) has been delayed from February to March 2015. This was due to the Vietnamese New Year, passport logistics, and delayed approvals of the selection of provincial and district police officers to participate in the study tour. This consequently caused the District-level Passenger Helmet Enforcement Action Plan Workshop, planned for March 19, 2015, to be delayed so that study tour participants can apply knowledge and experience from the trip to the workshop.

An additional order of 950 helmets for kindergartners, first graders, and teachers was made in January 2015 due to an increased number of students and teachers at each target school for the 2014-2015 school year. The number of helmets originally ordered was based on information from June 2014 from the 2013-2014 school year. To ensure that all students and teachers at the target schools received helmets under HSHO during the current school year, AIP Foundation management approved the order and production of 950 extra helmets.

5. Next Quarter Activities

The following activities, as shown in Table 11, will be completed in the next reporting quarter, March 1, 2015 through May 31, 2015.

Table 14 Next Quarter Activities

Date	Activity
March 2015	2.5.1. Distribute Parent Commitment Letters and Flyers
March 2015	2.5.2. Organize Parent Information Sessions
March – May 2015	2.6.1. Organize Student Activities to Promote Road Safety
March – May 2015	2.7.1. Install and Display Helmet Use Billboards
March – May 2015	2.7.2. Hang and Display Helmet Use Posters
March – April 2015	3.1.1. Design and Produce BCC Materials
March – April 2015	3.2.1. Host Press Conferences
March – May 2015	3.2.2. Coordinate Public Relations Campaign
March – May 2015	3.2.3. Air Television Commercial
April – May 2015	3.2.4. Produce and Air Televised Roundtable Discussions
March – May 2015	3.2.5. Air Radio Commercial
March – May 2015	3.2.6. Produce and Air Radio Talk Shows
March – May 2015	3.2.7. Install and Display Billboards
March – May 2015	3.2.8. Hang and Display Long Banners
March – May 2015	3.2.9. Post and Display Tuk-Tuk Panels
March – May 2015	3.3.1. Organize Campaign Days with Flyers and Helmet Vouchers
March – May 2015	3.4.1. Organize Commune-Wide Activities
March – May 2015	3.4.2. Promote Campaign through Loudspeakers
March – May 2015	3.4.3. Organize Door-to-Door Campaign
March – May 2015	3.4.4. Distribute Flyers in Common Areas
March 2015	4.1.1. Disseminate Policy Briefs
March – May 2015	4.1.2. Meet with Government Officials, Ambassadors, and Leaders
March – May 2015	4.2.4. Develop National Passenger Helmet Enforcement Action Plan
March 2015	4.3.2. Organize Enforcement Study Tour with District Representatives
March 2015	4.3.3. Host District Passenger Helmet Enforcement Action Plan

	Workshop
March – May 2015	4.3.4. Develop District Passenger Helmet Enforcement Action Plans
April – May 2015	4.4.1. Host Commune-Wide Meetings

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Annex I. Press Coverage

This annex covers general press coverage of HSHO, and coverage specific to the Helmet Handover Ceremonies and the Consultative Stakeholder Meeting.

Table 1 General Press Coverage and Feature Articles

Publish Date	Author	Title	Type of Coverage	Link
December 5, 2014	AIP Foundation	Cambodia passes new Road Traffic Law	News Article	http://asiainjury.org/news/cambodia-passes-new-road-traffic-law/
December 16, 2014	AIP Foundation	Cambodian officials visit Vietnam and Singapore to discuss effective helmet law enforcement in Cambodia	News Article	http://asiainjury.org/news/cambodian-officials-visit-vietnam-and-singapore-to-discuss-effective-helmet-law-enforcement-in-cambodia/
December 30, 2014	The Guardian	Cambodia launches campaign to cut carnage on its roads	News Article	http://www.theguardian.com/global-development/2014/dec/29/cambodia-launches-campaign-to-cut-carnage-on-its-roads
January 9, 2015	Southeast Asia Globe	Face of a Region	News Article	http://sea-globe.com/michelle-yeoh-interview-southeast-asia-globe/
January 15, 2015	AIP Foundation	Global Newsletter December 2014 *7,095 subscribers	E-Newsletter	http://archive.benchmarkail.com/Asia-Injury-Prevention-Foundation/newsletter/Global-December-EN-Copy
February 2, 2015	Foreign Policy	Death Rides a Moto	Feature Article	http://foreignpolicy.com/2015/02/02/death-rides-a-moto-cambodia-helmets-road-fatalities-motorcycles/
February 10, 2015	AIP Foundation	UYFC and AIP Foundation partner to increase helmet use among motorcycle passengers, especially youth and children	Press Release	http://asiainjury.org/wp-content/uploads/2014/05/PR_MoUwithUYFC_BCC_-_final.pdf
February 11, 2015	The Cambodia Daily	CPP Youth Group, Road Safety NGO Launch Helmet Campaign	News Article	https://www.cambodiadaily.com/news/cpp-youth-group-road-safety-ngo-launch-helmet-campaign-77747/
February 11, 2015	Ministry of Information	Information Minister Meets President of AIP Foundation	News Article	http://www.akp.gov.kh/?p=58065

Publish Date	Author	Title	Type of Coverage	Link
December 20, 2014	AIP Foundation	Helmet donations in Kampong Speu presided by the President of Union of Youth Federation of Cambodia	Press Release	http://asiainjury.org/wp-content/uploads/2014/05/PR-Helmet-handover-ceremony-in-Kandal_Dec-24_FINAL-NM-edits.pdf
December 24, 2014	AIP Foundation	More than 5,000 helmets donated in Kandal Province in support of passenger helmet use	Press Release	http://asiainjury.org/wp-content/uploads/2014/05/PR-Helmet-handover-ceremony-in-Kandal_Dec-24_FINAL-NM-edits.pdf
December 26, 2014	AIP Foundation	Communes in Kampong Speu and Kandal Provinces finalize plans to promote helmet use	News Article	http://asiainjury.org/news/communes-in-kampong-speu-and-kandal-provinces-finalize-activity-and-budget-plans-for-promoting-helmet-use/

Table 2 Social Media

Social Media Outlet	Followers	Link
Facebook- Cambodia account	25,640 followers	https://www.facebook.com/aipfoundationcambodia?fref=photo
Facebook- Global account	1,039 followers	https://www.facebook.com/aipfoundation
Twitter account	646 followers	https://twitter.com/aipfoundation
LinkedIn- Global account	137 followers	https://www.linkedin.com/company/aipfoundation
LinkedIn- Greig Craft account	500+ connections	https://vn.linkedin.com/in/greigcraft
Facebook- Greig Craft	86 followers	https://www.facebook.com/PublicFigure.GreigCraft?fref=ts

Table 3 Online News of Helmet Handover Ceremonies (English and Khmer)

Date of Issue	Publication	Estimated Viewers	Link
<i>Tuol Svay Prey Primary School; December 9, 2014</i>			

December 10, 2014	DAP	150,000	http://www.dap-news.com/2011-06-14-02-39-55/100637-2014-12-09-09-01-30.html
	AFP	N/A	http://www.imageforum-diffusion.afp.com/ImfDiffusion/Search/Results.aspx?numPage=1&srchMd=8&fsearch=cambodia&ID_Fulcrum=331545895_0&mui=1#numPage=14
	USAID - DIV	N/A	http://divatusaid.tumblr.com/post/104841998532/his-excellency-deputy-prime-minister-sar-kheng-and
	Shanghai	N/A	http://www.shanghaidaily.com/article/article_xinhua.aspx?id=257486
	Xinhuanet	N/A	http://news.xinhuanet.com/english/entertainment/2014-12/09/c_133842438.htm http://news.xinhuanet.com/english/photo/2014-12/09/c_133842709_2.htm
	Kampuchea Thmey	N/A	http://www.kampucheamthmey.com/all-kpt-news.html?start=22530
	The Khmer Daily	N/A	http://thekhmerdaily.com/home/detail/21425
	Radio Free Asia	N/A	http://www.rfa.org/khmer/news/health/ngo-urges-travellers-wear-helmet-12102014000022.html
	Cambodia Express News	N/A	http://www.manulife.com.kh/-185/-manulife-cambodia--483.aspx
	Sabay	N/A	http://news.sabay.com.kh/article/164366
	Voice of Democracy	N/A	http://vodhotnews.com/25875
	Thmey Thmey	N/A	http://thmeythmey.com/index.php?page=detail&ctype=article&id=21023&lg=kh&#detail_block_read
	U.S Embassy Cambodia, Facebook	N/A	https://www.facebook.com/us.embassy.phnom.penh
	China news	N/A	http://www.china.org.cn/world/Off_the_Wire/2014-12/09/content_34267580.htm

United States Agency for International Development	N/A	http://www.usaid.gov/cambodia/speeches/de-c-9-2014-sean-e-callahan-deputy-mission-director-usaid-cambodia-helmet
Reuters Photos	N/A	http://news.yahoo.com/photos/cambodian-students-wear-helmets-attend-helmet-handover-ceremony-photo-071923844.html?soc_src=copy
European Press Photo Agency	N/A	http://www.epa.eu/disasters-photos/transportation-accident-photos/road-safety-ambassador-michelle-yeoh-donates-helmets-to-cambodian-students-photos-51695810
Getty Images	N/A	http://www.gettyimages.com/detail/news-photo/malaysian-actress-michelle-yeoh-poses-for-a-picture-with-news-photo/460176774
Cyprus News Agency	N/A	http://www.cna.org.cy/photoinfo.asp?id=16c75fe8114c447db1c39fe12c86c7a9
AIP Foundation Cambodia Facebook Page	N/A	http://asiainjury.org/news/deputy-prime-minister-sar-kheng-and-michelle-yeoh-encourage-passenger-helmet-use/
Saferoads.org	500	http://www.saferoads.org.kh/?page=detail&id=685&lg=en
Saferoads.org (Khmer)	500	http://saferoads.org.kh/?page=detail&id=685&lg=kh
USAID Development Innovation Ventures	N/A	http://divatusaid.tumblr.com/post/104841998532/his-excellency-deputy-prime-minister-sar-kheng-and
Twitter	N/A	https://twitter.com/AIPFoundation
LinkedIn	N/A	https://www.linkedin.com/company/aipfoundation
Michelle Yeoh Facebook Page	N/A	https://www.facebook.com/pages/Michelle-Yeoh-%E6%A5%8A%E7%B4%AB%E7%93%8A/21859514160?pnref=story
Kohsantepheap	N/A	http://kohsantepheapdaily.com.kh/article/110485.html
<i>Cham Bak Primary School; December 20, 2014</i>		

December 22, 2014	UYFC Facebook Page	N/A	https://www.facebook.com/pages/-Union-of-Youth-Federations-of-Cambodia/570451822970578?pnref=story
	Saferoads.org (Khmer)	500	http://saferoads.org.kh/?page=detail&id=686&lg=kh
	Saferoads.org (English)	500	http://saferoads.org.kh/?page=detail&id=686&lg=en
	Asia Injury Prevention Foundation Facebook Page (Khmer)	N/A	https://www.facebook.com/aipfoundationcambodia/photos/pcb.808805379178086/808805192511438/?type=1&theater
	Asia Injury Prevention Foundation Facebook Page (English)	N/A	https://www.facebook.com/aipfoundationcambodia/photos/pcb.808805379178086/808805192511438/?type=1&theater
	AIP Foundation	N/A	http://asiainjury.org/news/helmet-donations-in-kampong-speu-presided-by-the-president-of-union-of-youth-federation-of-cambodia/
December 27, 2014	Samdech Hun Sen Facebook Page	N/A	https://www.facebook.com/pages/Samdech-Hun-Sen-Cambodian-Prime-Minister/111975152184324
January 8, 2014	Lok Chumtiev Bun Rany Hun Sen Facebook Page	N/A	https://www.facebook.com/bunrany.page
<i>Sdao Konleng Primary School; December 24, 2014</i>			
December 25, 2014	The Hhmerhn	N/A	http://www.khmerhn.com/news/74188
December 25, 2014	DAP	150,000	http://www.yolprom.com/news/20141226-199
December 25, 2014	The Yolprom	N/A	http://www.yolprom.com/news/20141226-199
December 25, 2014	Looking Today	100,000	http://www.lookingtoday.com/index.php/entertainment-general-news/36574-aip-----.html
December 25, 2014	Asia Injury Prevention Foundation	N/A	https://www.facebook.com/aipfoundationcambodia/photos/pcb.810081469050477/810081312383826/?type=1&theater

	Facebook Page (Khmer)		
December 25, 2014	Asia Injury Prevention Foundation Facebook Page (English)	N/A	https://www.facebook.com/aipfoundationcambodia/photos/pcb.817305528328071/817305154994775/?type=1&theater
December 25, 2014	AIP Foundation	N/A	http://asiainjury.org/news/more-than-5000-helmets-donated-in-kandal-province-in-support-of-passenger-helmet-use/

Table 4. Television Coverage of Helmet Handover Ceremonies (Khmer)

Station	Date of Air	Estimated Viewership
<i>Tuol Svay Prey Primary School; December 9, 2014</i>		
December 9, 2014	Hang Meas HD TV	54,760
	APSARA TV	12,000
	TV3	12,000
	TV9	12,000
	CTN	1,983,947
	TV5	12,000
	RFA	N/A
	VOD	N/A
	BTV	12,000
December 10, 2014	SEA TV	16,607
	Road Safety TV Program	12,000
December 28-30, 2014	TVK	12,000
<i>Cham Bak Primary School; December 20, 2014</i>		
December 22, 2014	Hang Meas HD TV	54,760
	TV9	12,000
	TV3	12,000
	Bayon TV	54,760
<i>Sdao Konleng Primary School; December 24, 2014</i>		
<i>December 25, 2014</i>	Hang Meas HD TV	54,760
	APSARA TV	12,000
	TV3	12,000
	Bayon TV	54,760
	TVK	12,000
	SEA TV	54,760

Table 5 Table Printed News of Helmet Handover Ceremonies (English and Khmer)

Publication	Date of Issue	Language	Estimated Viewers
Cambodia Daily	December 10, 2014	English	N/A
Kampuchea Thmey Daily	December 10, 2014	Khmer	70,000
Kohsantepheap Daily	December 10, 2014	Khmer	70,000

Raksmei Kampuchea Daily	December 10, 2014	Khmer	30,000
Khmer Daily News	December 10, 2014	Khmer	40,000

Table 6 Coverage of Consultative Stakeholder Meeting

Date	Outlet	Type of Coverage	Title
February 10, 2015	CNC	Television	N/A
	Bayon TV	Television	N/A
	AIP Foundation	News Article	http://asiainjury.org/news/uyfc-and-aip-foundation-partner-to-increase-helmet-use-among-motorcycle-passengers-especially-youth/
	AIP Foundation Safe Roads Website	News Article	http://saferoads.org.kh/?page=detail&id=687&lg=kh
	AIP Foundation Facebook	News Article	https://www.facebook.com/aipfoundationcambodia?fref=nf
	AIP Foundation LinkedIn (Global)	News Article	https://www.linkedin.com/company/aipfoundation
	AIP Foundation Facebook	News Article	https://www.facebook.com/aipfoundationcambodia
	Union of Youths Federation of Facebook	News Article	https://www.facebook.com/pages/%E1%9E%9F%E1%9E%A0%E1%9E%97%E1%9E%B6%E1%9E%96%E1%9E%9F%E1%9E%A0%E1%9E%96%E1%9F%90%E1%9E%93%E1%9F%92%E1%9E%92%E1%9E%99%E1%9E%BB%E1%9E%9C%E1%9E%87%E1%9E%93%E1%9E%80%E1%9E%98%E1%9F%92%E1%9E%96%E1%9E%BB%E1%9E%87%E1%9E%B6-Union-of-Youth-Federations-of-Cambodia/570451822970578
	DAP News	News Article	http://vodhotnews.com/27276
	Post Khmer	News Article	http://www.postkhmer.com/%E1%9E%96%E1%9F%90%E1%9E%8F%E1%9F%8C%E1%9E%98%E1%9E%B6%E1%9E%93%E1%9E%87%E1%9E%B6%E1%9E%8F%E1%9E%B7/%E1%9E%9F%E1%9E%A0%E1%9E%96%E1%9F%90%E1%9E%93%E1%9F%92%E1%9E%92%E1%9E%99%E1%9E%BB%E1%9E%9C%E1%9E%87%E1%9E%93%E1%9E%9A%E1%9E%80%E1%9E%98%E1%9E%92%E1%9F%92%E1%9E%99%E1%9F%84%E1%9E%94%E1%9E%B6%E1%9E%99%E1%9E%94%E1%9E%93%E1%9F%92%E1%9E%90%E1%9E%99%E1%9E%80%E1%9E%B6%E1%9E%9A%E1%9E%9F%E1%9F

			%92%E1%9E%9B%E1%9E%B6%E1%9E%94%E1%9F%8B%E1%9E%8A%E1%9F%84%E1%9E%99%E1%9E%85%E1%9E%9A%E1%9E%B6%E1%9E%85%E1%9E%9A%E1%9E%8E%E1%9F%8D
	Sabay	News Article	http://news.sabay.com.kh/article/274113
	Women's Media Center of Cambodia	News Article	http://www.wmc.org.kh/article/692#.VNxfi-bF_0c
February 11, 2015	Hang Meas HD TV	Television	N/A
	Apsara TV	Television	N/A
	TV3	Television	N/A
	CNC	Television	N/A
	TV5	Television	N/A
	BTV	Television	N/A
February 14, 2015	TV3-Asia	Television	N/A

Annex II. Post-Intervention #1 Helmet Observations

I. Context

In January 2015, AIP Foundation conducted the first post-intervention helmet observations at the 18 target schools, as well as six control schools.

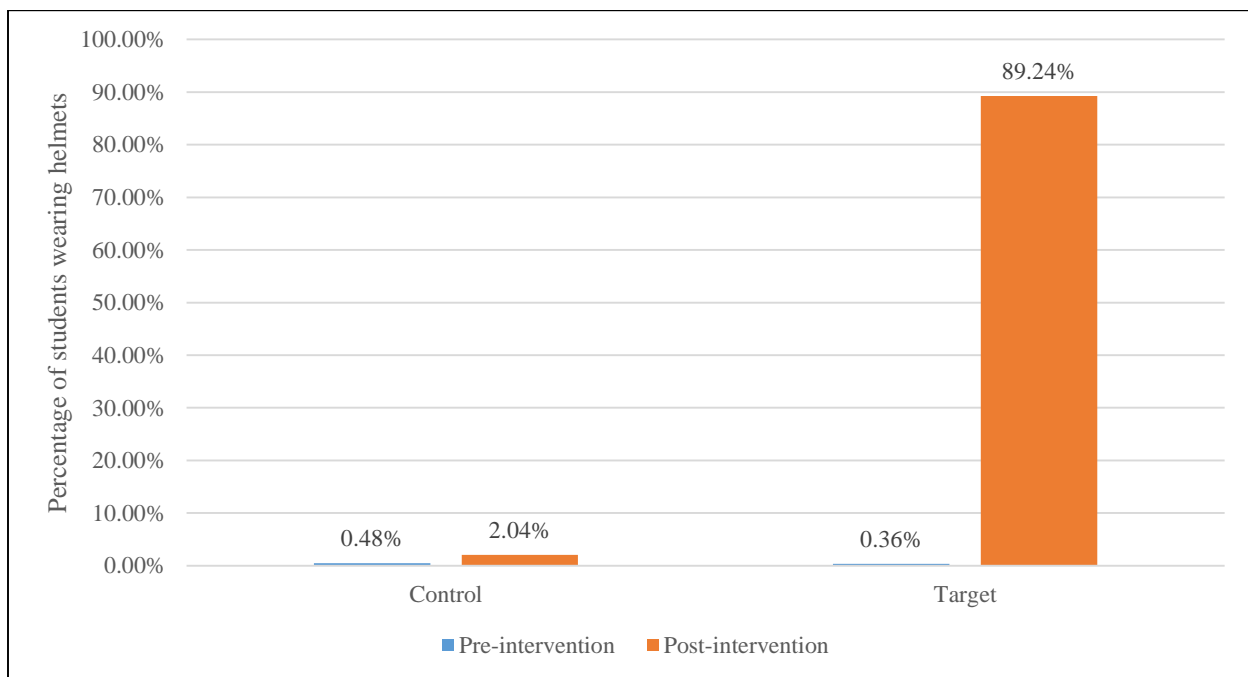
II. Methodology

School-based helmet observations were conducted to assess the helmet wearing rate among students on bicycles and motorcycles before and during intervention. Observations took place at school gates in both target and control schools, using filming methodology. Staff and trained volunteers conducted the first post-intervention helmet observation approximately two weeks after the ceremony or event at each school where students and teachers received their helmets. Detailed methods are included in December 2014's Behavior Change Communications and School-Based Program Baseline Report.

III. Key Findings

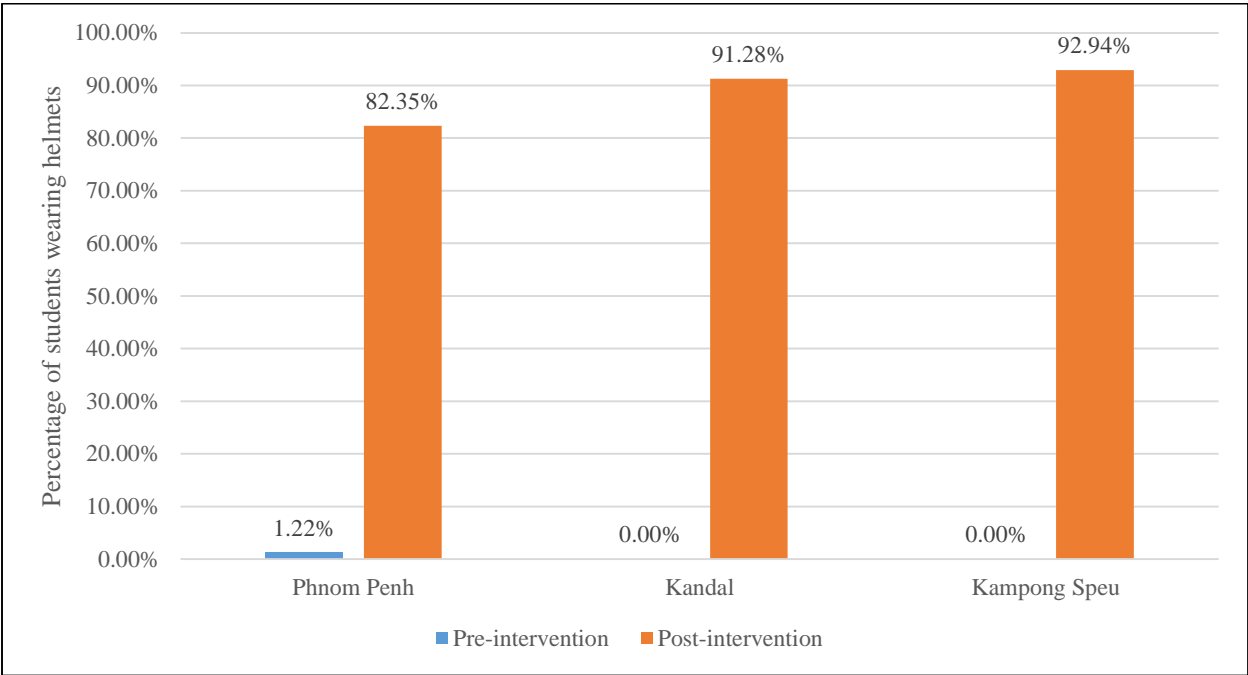
Student helmet use rates increased from <1% overall to 2% at six control schools and to 89% at 18 target schools.

Figure 1 Student helmet use rates at control and target schools



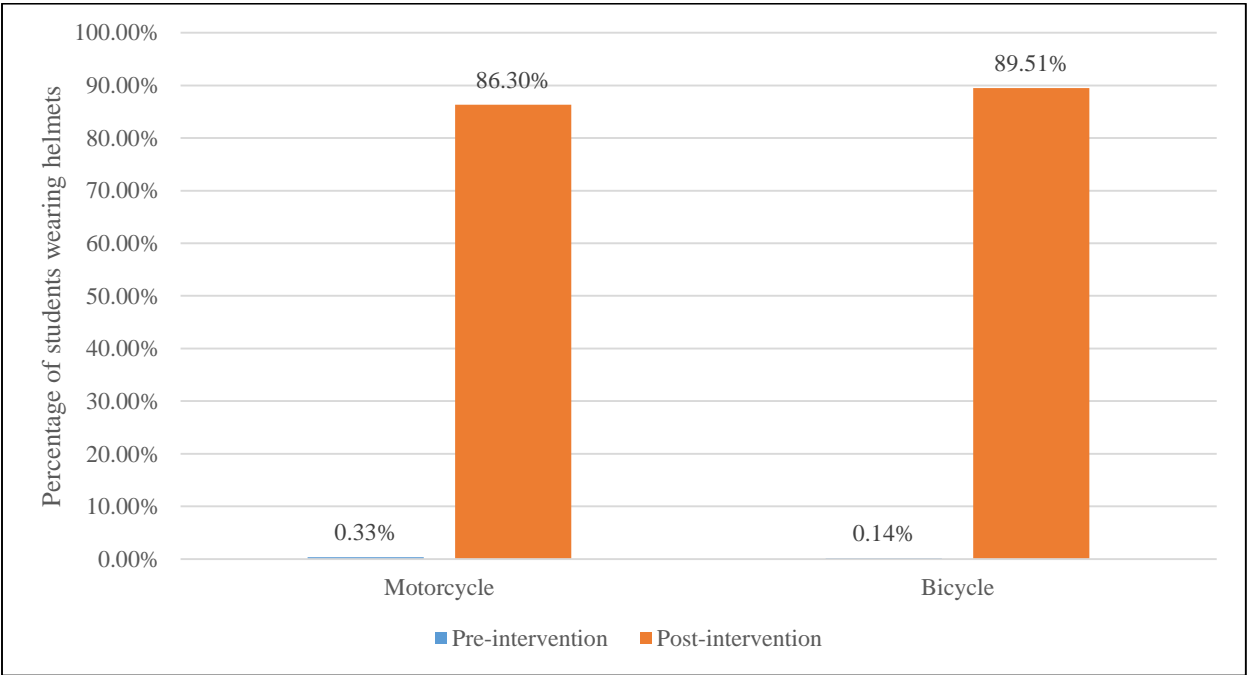
While helmet use increased significantly at all target schools, those in Kampong Speu experienced the greatest increase, from 0% to 93%.

Figure 2 Student helmet use rates at target schools in three provinces



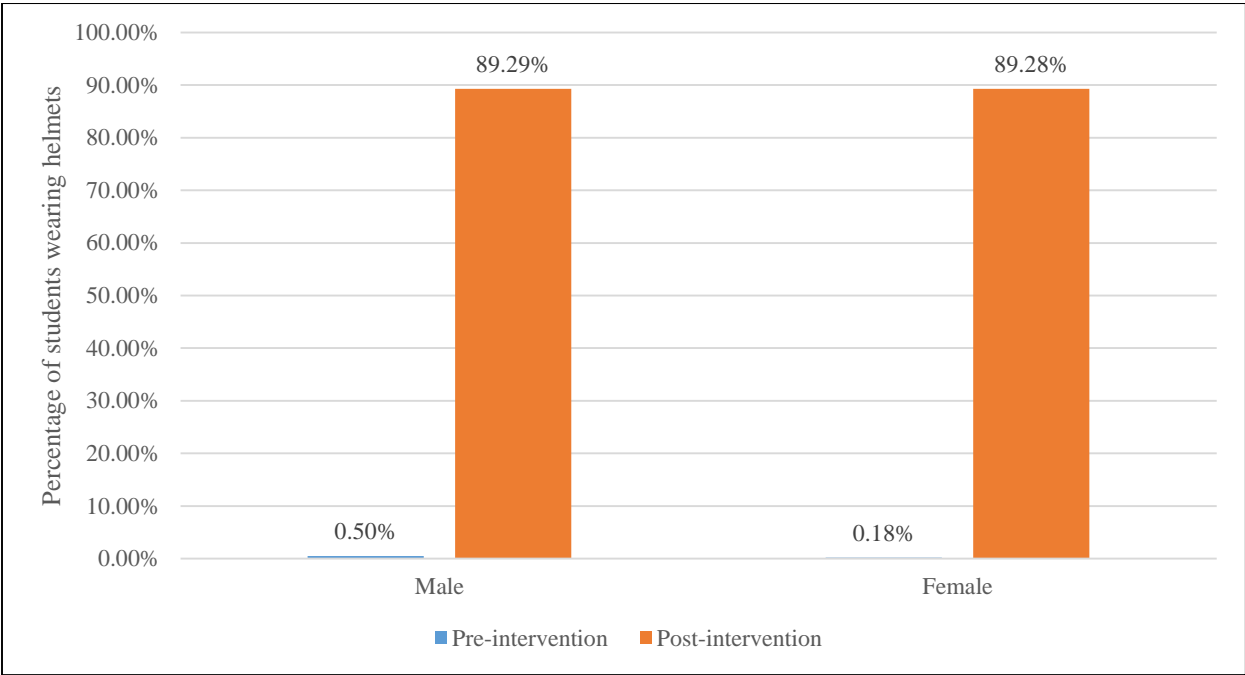
Students riding bicycles were slightly more likely to wear helmets than those on motorcycles after the donation. Helmet use rates among students travelling by motorcycle increased from <1% to 86%, compared to nearly 90% among bicyclists.

Figure 3 Student helmet use rates at target schools by vehicle type



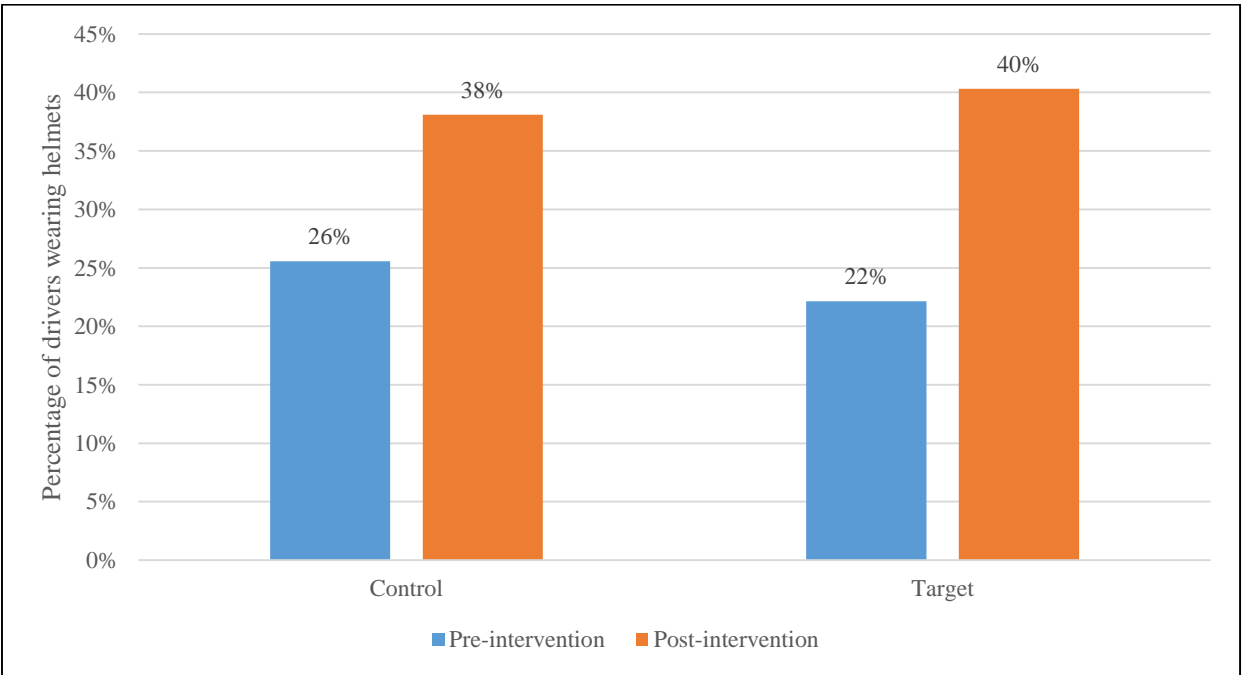
Student helmet use increased at a similar rates regardless of gender.

Figure 4 Student helmet use rates at target schools by gender



Driver helmet use rates increased significantly at all schools, indicating external (non-intervention) factors influencing driver helmet use.

Figure 5 Driver helmet use rates at control and target schools



Date: December 23, 2014

Annex III. BCC Creative Direction

Client: AIP

Media Format/Technical Requirements

- TV x 1 (45 seconds)
- Radio x 1 (60 seconds)
- Photography x 10 Images

Production Budget

- \$14,000

Communication Objective

- **Primary** - Wearing a helmet can save your life.
- **Secondary** - There is a new law, which states that all passengers must wear a helmet.
- **Additionally** - You will be fined for not wearing a helmet.

Target Audience

- 15 - 45 years old passengers but try to include parents and child passengers
- If a couple is ever shown on a Moto the driver should be male and passenger female.
- A wider break down could be: 1 child, 1 Adult, 1 Parent, 1 teenager.

Desired Behavior/Action

- Always wear a helmet when you are the passenger on a moto.
- Always make sure your passenger is wearing a helmet including children when on a moto.
- Go and buy a new helmet for yourself.
- Go and buy a new helmet for your child.

Single Minded Proposition

- A passenger could save their life by wearing a helmet
- Putting a helmet on your child passenger could save the child's life.

Reason to Believe

- The primary consequence of a passenger not wearing a helmet is death.
- The secondary consequence of a passenger not wearing a helmet is a fine.

Mood & Tone

- The mood and the tone should be emotionally strong and powerful not soft.
- Others moods and tones can be explored such as comedy or simplicity etc.

Consider Including

- Powerful emotional music juxtaposed with slow motion.
- Quiet melodic music juxtaposed with meaningful images.
- An act of giving from an emotional angle.
- A voice over or text that explains the new law.
- A voice over or text that explains the fine and how much it will be
- We must care about any person who loses their life.
- Clarity to the fact it's the passenger and not the driver.
- Shock tactics have not been ruled out although budget is limited.
- At least one route, which touches on the tragedy of a loved one dying.

Things To Avoid/Restrictions

- Delivery and direction should be different to other other 4 x commercials previously screened in Cambodia.
- Overly focusing on tragedy. It can be shown or implied but should not be mulled over.
- Having someone die that the audience doesn't identify with
- If we go with the shock tactics route then we should not use overly gruesome images.

Mandatory items

- The TVC and the Radio must be very similar. The TVC should primary and the radio secondary; we should consider the possibility of the radio being nothing more than an adapted version on the TVC.
- There must be stronger branding for AIP with the name featured in the TVC. Press ads can also reinforce this branding.
- The red helmet has been used across the AIP Helmet Safety campaign so should be maintained in the TV advert.

Annex IV. Concept Testing Questionnaire

Focus Group Discussion Form

Overall Preference	
1. Which TV commercial do you like best? Why?	
<input type="checkbox"/> Almost <input type="checkbox"/> Don't Dodge <input type="checkbox"/> Too Late	Why?
2. Would you have any input to make it better?	
3. Which TV commercial do you like second best? Why?	
<input type="checkbox"/> Almost <input type="checkbox"/> Don't Dodge <input type="checkbox"/> Too Late	Why?
4. In your opinion, which TVC will trigger the public to wear a helmet as a passenger?	
<input type="checkbox"/> Almost <input type="checkbox"/> Don't Dodge <input type="checkbox"/> Too Late	Why?

Annex V. Concept Testing Informed Consent Release

TALENT AGREEMENT

I agree to allow 17 Triggers and/or its partners to publish, produce, copyright, and use images, photos, pictures, videos, voice and the likes of me in print and electronic formats such as publications, videos, projects, and websites that help promote women's access to jobs in rural road construction and maintenance. I understand that my picture or story may be published in any of these media without restriction.

I hereby agree to accept the following compensation _____ for my consent release in this agreement.

_____ Talent's Signature

_____ Parent/Legal Guardian (if under age 18)

_____ Print Talent's name

_____ Talent's Address

_____ Talent's Phone Number

_____ Date

_____ Producer/Project Manager

_____ Print name

_____ Date

Annex VI. Concept Testing Methodology

Background

Asia Injury Prevention (AIP) key aim is to trigger more passengers to wear helmets in order to reduce further serious injuries and reduce motorbike accident deaths. To achieve this, they would like to produce a TV commercial and supporting material to send a compelling message(s) that leads to action. AIP has played a pivotal role to advocate for the passing of this new law, which will make it illegal for passengers not to wear a helmet. Violators of the law will be punished with higher fines.

Research Objectives

The overall purpose of the Field Testing is to gain insights that will inform the development of the creative concept that will serve as the overarching theme across the campaign.

RESEARCH OBJECTIVE 1

Gain better understanding of what existing AIP TV commercials trigger people to want to start wearing a helmet regularly? (Shock, emotion, lateral, literal, etc)

RESEARCH OBJECTIVE 2

Gain a better understanding if and how the new Law influences people's intention to actually wear helmets.

Methodology

The two-person field-testing team will interview moto-bike drivers and passengers in Phnom Penh on Tuesday, December 16th.

Tool: Interview Guide; 5 TV commercials

Sample: 30 moto-bike drivers and passengers, ages 15 to 65.

The interview will be conducted near coffee trucks in intersections with high volume of traffic such as Sihanouk and Norodom Blvds. The researchers will 'flag' drivers and invite them to a free coffee if they participate in a 12-15 minute interview. After some warm up questions, the team will show 5 TVCs and then ask a series of questions to gauge which one they believe is most effective and why. Then, the interviews will ask a range of questions related to their existing awareness of the law (requiring passengers to wear helmets) and how the law will influence them to wear helmets or not. If consent is signed, the interview will be recorded.

Scheduling and Location

The field-testing trip will take place on either Tuesday 16dec or Wednesday 17dec
The location of the interviews will be near coffee trucks on Sihanouk and Norodom Blvds. If we only get Phnom Penh residents at the location we will consider moving to a second location of the outskirts of Phnom Penh. Final locations TBC.

Research Tools & Materials

- Interview questions and questionnaire (See Annex 1)
- Laptop or Tablet computer
- Previous TV commercials dubbed into Khmer
- Sound Recording equipment
- Consent forms and pens
- Consent Forms

Research teams

- Sopheak Hoeun; Lead Facilitator
- Edward Jeffreys; Lead Facilitator
- Pisad La; Translator and Note taker

Target Audience

- A Mix of Penh Penh based and Rural Participants.
- Sample 30 People

Annex 1: Questionnaire

KEY OBJECTIVES:

Objective 1

Gain better understanding of what existing AIP TV commercials trigger people to want to start wearing a helmet regularly? (Shock, emotion, lateral, literal, etc)

Objective 2

Gain a better understanding if and how the new Law influences people's intention to actually wear helmets.

WARM UP & DEMOGRAPHIC BACKGROUND	
Questions	Answers
1. Introduction: Would you have 5 to 10 minutes to spare so we can ask you a few questions and show you some videos? We will provide you small gift for your participation (e.g. cup of coffee)	
2. Where are you from?	<input type="checkbox"/> Phnom Penh <input type="checkbox"/> Other province _____
3. How old are you?	
4. Do you have any children?	<input type="checkbox"/> Yes <input type="checkbox"/> No
5. I noticed that you were not wearing a helmet, why is that?	

REACTION TO 3 TV COMMERCIALS

6. Ok interesting! So if it's ok, I would like to show you a few commercials.

Activity: *We will play the commercials to the participants at the side of the road on a laptop or tablet computer. During the screenings we will be taking care to watch the reaction of peoples faces and if we see a particular response to certain adverts and scenes we will probe them further.*

7. Describe one thing that you remember from the TVC?
Why?

8. Which of these commercials might trigger you to want to wear a helmet regularly?
Why?

Video number _____ because

9. *Its here that we might probe them further with questions to any specific responses we might have witnessed in their facial expressions during the screenings. Particularly I'll be looking for responses to shock tactics and themes of loved ones dying to gain further insight to the nature of their reactions.*

PASSAGE OF THE NEW LAW

10. Have you heard about the new traffic law that will require passengers to wear a helmet?

☐ Yes

☐ No

11. Do you know the penalties of the new law?

☐ Yes

☐ No

12. How do you feel with regards to the new law?

13. Well it will probably be 5 times the current fine which is 3000 riel for every person who doesn't wear a helmet, whether they are driver or passengers. So if you have two people riding without a helmet, it would be 30,000. How likely would this new law make you wear a helmet every time?

1. Not very likely

2. Not likely

3. Likely

4. Very likely

14. Why?

Because:

15. Is there anything else you want to add?

THANK THE RESPONDENT FOR THEIR PARTICIPATION.

Annex VII. Concept Testing Results



ASIA INJURY PREVENTION -
TVC/Radio/Billboard Production for Helmet Campaign

Purpose

The purpose of testing is to:

1. Gain better understanding of what existing AIP TV commercials trigger people to want to start wearing a helmet regularly. (*Shock, emotion, lateral, literal, etc*)
2. Gain a better understanding if and how the new Law influences people's intention to actually wear helmets.

Research Objective(s)

We will be able to gain insights that will inform the development of the creative concept that will serve as the overarching theme across the campaign.

1. Why do you wear / not wear a helmet?

Key Findings: 'Why wear a helmet'?

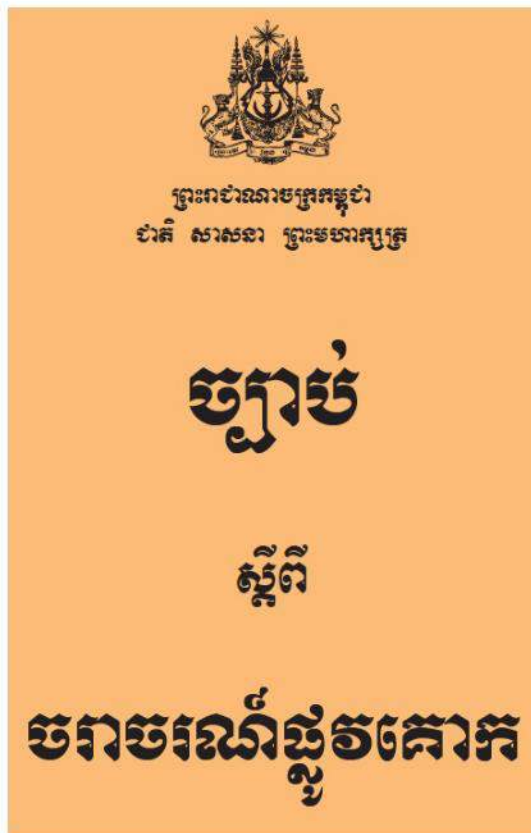
Family safety and self protection were the main reason to wear a helmet.



Key Findings: 'Why wear a helmet'?

Obeying the law and fear of fines were secondary to family safe and self protection.

The third top reason is that a helmet can protect them from sunlight & dust.



Key Findings: 'Why not wear a helmet'?

Short journeys = Don't feel like a helmet is necessary.

"It's near my house; therefore,
I don't need a helmet"



Recommendations

There should be 3 communication objectives in this TV commercial.

1. Wearing a helmet can save your life.
2. It will soon be the law for everyone to wear a helmet.
3. There will be an increased penalty for not wearing a helmet.

2. What was remembered about the previous TV commercials?

'When I grow up' was the most referred advert with 5 direct mentions



The other prominent mention is this scene in 'Always care, Always wear a helmet.'



What they have in common is the parent-child relationship



AIP Research:

- Please also note the feedback from the fieldwork research carried out between May – July 2013. Here were the recommendations at the time.
- The dominant scene of the AIP TVC was about “the mother helping her child with a helmet.” This TVC was well-liked for its emotional theme of love and warmth in the family. Diagnostics suggested that the execution is “soft” and don’t have a strong trigger for them to take action quickly.

Recommendations:

- Part of the TV commercial could express that children as passenger should be wearing helmets.
- Secondary, the TV commercial should be much more emotionally powerful than the previous ones.
- In filmic terms, you would use music, SFX, acting and direction to realize this.

3. Which TV adverts might trigger you to wear a helmet regularly?

The TV commercial 'when I grow up' was mentioned most often with 11 mentions.



After this the 'Always care, Always wear a helmet' advert with 9 mentions



In third place, the students being fined with 5 mentions.



Recommendations:

- The main theme of the ads child/parent/family should take priority as the main objective over the law and the idea of being fined.
- The law was mentioned enough and is too good an opportunity for action to be missed and therefore should be a secondary message.

4. How do people feel about this new law?

Most people don't know about the new law and only one person knows about the fine.



When people were asked how they feel about the law the responses were positive and they generally felt it was a good idea.



In the TV commercial feedback, the couple being fined scored low compared to other TV adverts and messages.



Recommendations:

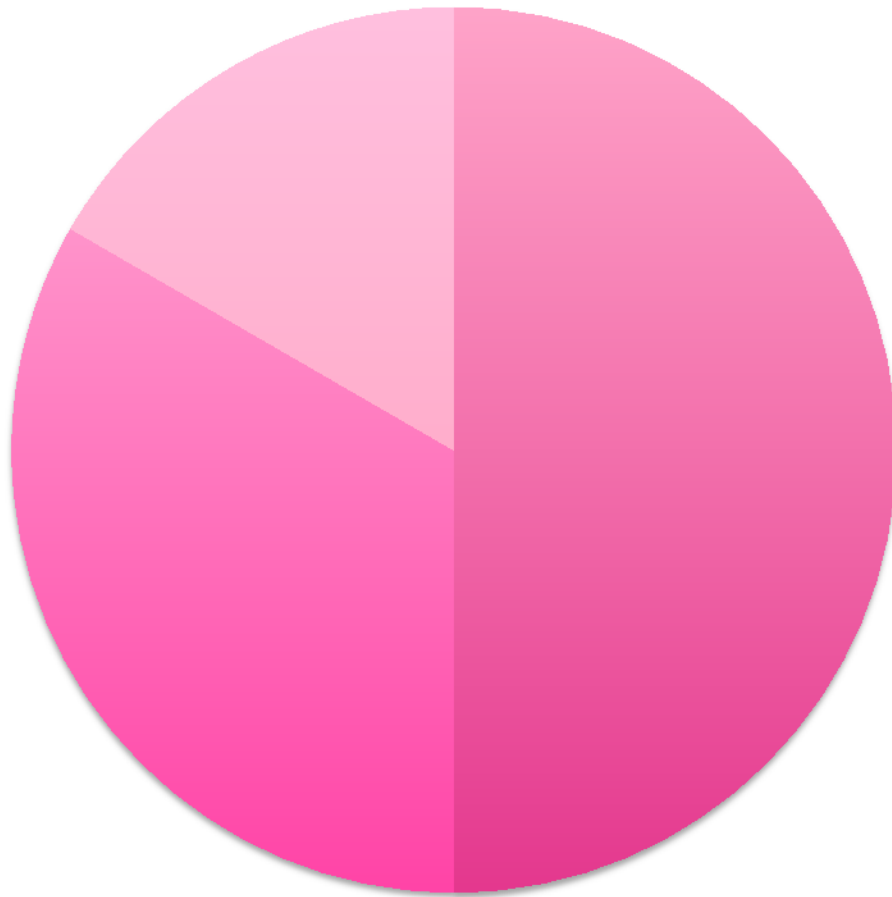
- We need to educate the public about the new traffic law and it should be featured within the Behavioral Change Concept.
- The new law should only be the secondary message to this TV commercial.

5. The penalty for being caught without a helmet will be increased.

Will this law encourage you to wear helmet more?



Why?



■ Life protection ■ Obeying the law and fear of fines ■ Sunlight & dirt

Recommendations

- The increase in fine should be included as a final additional message.
- Losing money is a powerful tactic that should be used as a tool to change the behavior.
- If possible we should include the details of how much the fine will be.

Additional information:

- With regards to details regarding the law we are unsure if the driver or the passenger will be fined and it's not definite that the fee will be exactly as currently proposed therefore it should be kept very vague.
- Current inclusion should only be along the lines of 'terms and conditions' for example a voice over or a legal caption that can be easily amended or updated as oppose to being included in the storytelling or images.

- A guy in his 50's had a serious look on his face but some of girls were smiling and laughing. He took it a lot more seriously than the others. I got the feeling that only once someone had witnessed an advert were they able to identify with the trauma in the scenes.
- The act of giving was identified many times over when people referred to 'when I grow up'

- There is no official proof of this but the times when I did watch people's reactions I felt there was not much belief that the accidents or deaths portrayed in the ads could happen to them or their loved ones.
- When driving back from the field-testing the car got caught up in the school run rush hour and there were several examples of entire families driving on one single Moto. Part of the new law will now make this illegal however this part of the law is not relevant to this campaign and is not a helmet safety issue so therefore should not feature in this commercial.

Annex VIII. Storyboard Testing Questionnaire

One-on-One Interview Form

Respondent Information		
Age:	Residence:	Sex:
Comprehension Test		
Pitch 1 <input type="checkbox"/> Don't Dodge # _____ <input type="checkbox"/> Almost # _____ <input type="checkbox"/> Melon # _____ <input type="checkbox"/> Too Late# _____		
1. What was the commercial about? What happened in the story?		
<p>Check responses that apply:</p> <p><input type="checkbox"/> Comprehended, the viewer fully understood the story</p> <p><input type="checkbox"/> Did not comprehend, the viewer was confused or did not understand the story.</p> <p>Additional Notes:</p>		
2. How often do you wear a helmet as a passenger on a motorbike?		

☐ Very often

☐ Sometimes

☐ Not very often

☐ Never

3. What did the TVC want you to do?

Check responses that apply:

☐ Wear a helmet

☐ Passengers should wear a helmet

☐ I don't know

☐ Others _____

4. Why should you or others take that action?

Check responses that apply:

☐ Save lives

☐ New law

☐ Fine

☐ I don't know

☐ Others _____

Persuasion Test

5. How likely are you to wear a helmet after watching this TVC?

Check responses that apply:

☐ Very Likely

☐ Likely

☐ Neutral/No change

☐ I don't have a helmet.

6. Next time you have a passenger on your motorcycle, how likely are you to ask them to wear a helmet?

Check responses that apply:

☐ Very Likely

☐ Likely

☐ Neutral/No change

☐ I don't have a spare helmet.

Annex IX. Storyboard Testing Methodology

Background / Overview

Asia Injury Prevention (AIP) key aim is to trigger more passengers to wear helmets in order to reduce further serious injuries and reduce motorbike accident deaths. To achieve this, they would like to produce a TV commercial and supporting material to send a compelling message(s) that leads to action. AIP has played a pivotal role to advocate for the passing of this new law, which will make it illegal for passengers not to wear a helmet. Violators of the law will be punished with higher fines.

Purpose

The overall purpose of this brief concept testing activity is to determine which storyboard will be most effective as a TV commercial to trigger Cambodians to start wearing helmets themselves and putting them on children and other passengers.

Specific Objectives

1. To assess if viewers comprehend the concept story line and script.
2. To assess if the storyboards conveyed the key messages clearly.
3. To assess if the viewers are persuaded to change their behavior after viewing the storyboard.
4. To observe emotional connectedness (including non-verbal cues) the viewer has towards the concept(s)
5. To rank which of the creative concepts the viewers like the most.

Methodology

Method 1 – Group screening

There will be four participants per group and two Interviewers. Each group will be shown only one storyboard. We will observe the nature of the participant's non-verbal responses as they view the storyboard.

Method 2 – One on One interviews

After the screening we will do a one on one interview with each member of the group to ask them specific questions about the particular storyboard they viewed.

Method 3 – Group interview

Finally we will revert back to a group scenario so the participants can view the other storyboards and we can ask some final questions and tally up the results.

Step 1: Preparation

Arrange a comfortable group setting where four people can view a screening at one specific time. The space should have a place where someone can stand up in front of the four people and run through only one storyboard. There should be a non-verbal observer's area close by where one person can see the faces of the participants whilst they are viewing the storyboard.

Step 2: Introduce the purpose of the interview

Once the initial four candidates arrive and are comfortable and in position please say: Today we are going to present you with ideas for a TV commercial that we are making with regards to helmet safety. We will be asking you questions regarding key messaging and comprehension. Once we have your feedback we will use it to help us decide which TV commercial we finally proceed with. As for today we have prepared some pictures to give you an idea of what the commercials will be like. When viewing these images please imagine how the commercial might look with actors and music, and think about how this commercial would make you feel if you saw it on TV. We'll show you all four storyboards at the end of the session but for now we will take just one storyboard and study it with you in detail. Please be aware that at no point will we be recording anything and we don't need to know your name so any information we receive will not be associated with you.

Step 3: Present only one storyboard

Initially we should read out the synopsis at the top of the script. After this we can show the storyboards to the participants. During this time we should have someone observing the non-verbal reactions to every moment and taking comprehensive notes on facial expressions and other features of the audience response.

Step 4: One on one Interview's

Once the storyboard viewing is finished please ask two of the participants to kindly wait a few minutes, and then move to a separate area in a one on one situation with the remaining two participants. Please ask the relevant questions and record the answers. Once these two people have been completed then we can switch with the two people waiting until we have completed a one on one interview with all three candidates.

Step 5: Final group questions

Finally please all go back to the initial position of the storyboard screening which had four participants all facing the two interviewers. Now we can view the remaining three storyboards, ask a few final questions and collect some quality information to help us complete the final objectives of the methodology.

Creative

Script 1 – Don't Dodge

Script 2 – Almost

Script 3 – Melon

Script 4 – Too Late

Sample

Who:

16 people (8 Males and 8 Females aged 15-45)

Under 15 (0 Persons)

15 - 25 (2 Male & 2 Female)

25 - 35 (2 Male & 2 Female)

35 - 45 (2 Male & 2 Female)

15 - 45 (2 Male Parents & 2 Female Parents)

45 and over (0 Persons)

Where:

Phnom Penh. Baitong Restaurant located in building #7 on street 360

Research Team

- Edward Jeffreys; Lead Facilitator and non verbal observer
- Sopheak Hoeun; Lead Facilitator and Interviewer
- Setha Rath; Translator and Interviewer

Research Tools and Materials

Laptop's

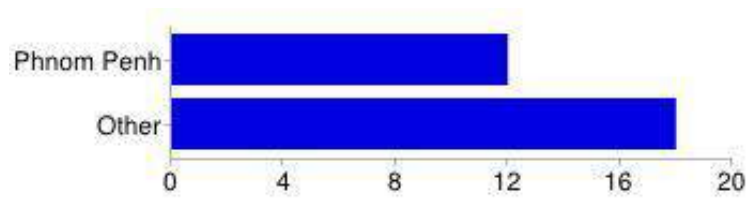
Storyboards

Scripts

Questionnaires

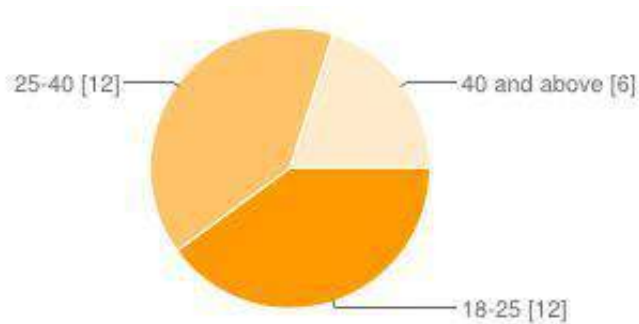
Annex X. Storyboard Testing Results

Origin



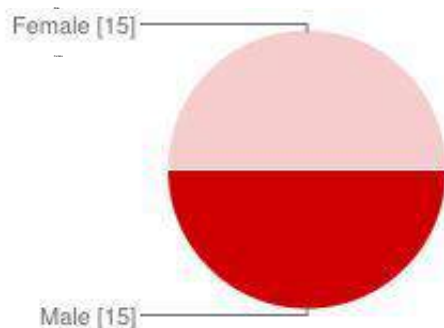
Phnom Penh	12	40%
Other	18	60%

Age

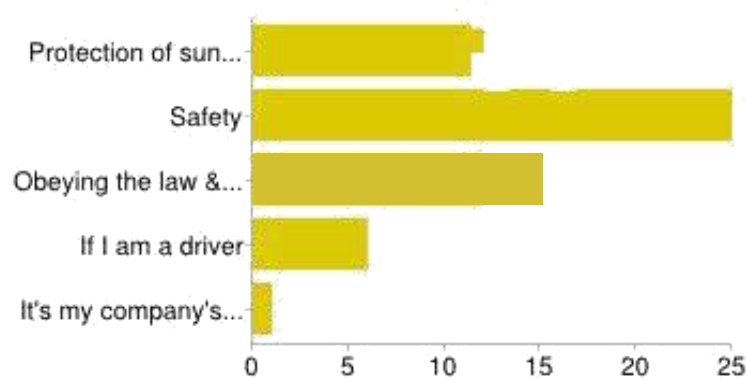


18-25	12	40%
25-40	12	40%
40 and above	6	20%

Sex

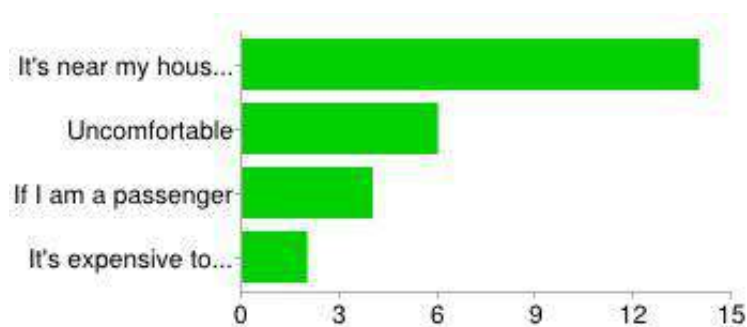


Why do you wear a helmet?



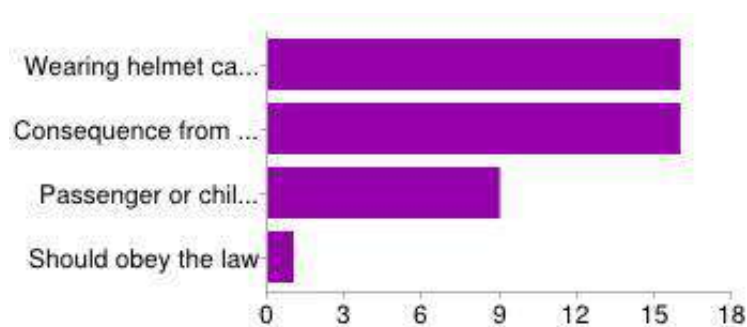
Obeying the law & fear of fines	15	50%
Safety	25	83%
Protection of the sunlight & dust	12	40%
If I am a driver	6	20%
It's my company's policy	1	3%

Why don't you wear a helmet?



It's near my house, therefore no accidents.	14	47%
Uncomfortable	6	20%
If I am a passenger	4	13%
It's expensive to have a spare one	2	7%

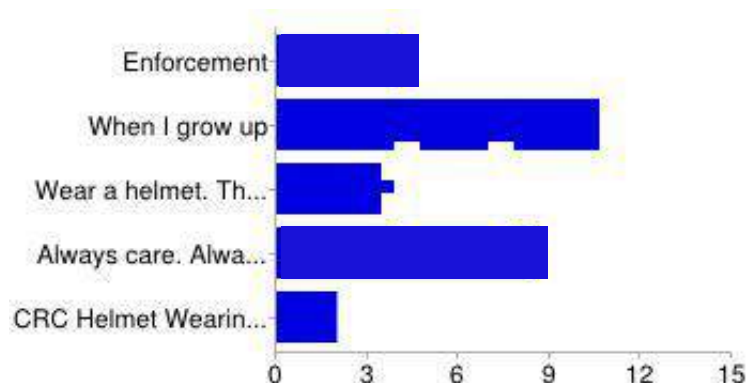
Describe one thing you can remember from the TVC



Wearing helmet can protect life and head	16	53%
Consequence from not wearing a helmet (death / disability)	16	53%

Passenger or child should always wear helmet	9	30%
Should obey the law	1	3%

Which TV would trigger you?



Enforcement	45	13%
When I grow up	113	43%
Wear a helmet. There are no excuses.	64	20%
Always care. Always wear a helmet	129	40%
CRC Helmet Wearing (2010)	2	7%

Why?

Because it shows regret. After watching this, I will definitely wear helmet.

because when the child is imagining her dream, she had a traffic accident. It is surprising. Usually parents love child.

Because it reminds us of wearing a helmet.

Because the driver did not let her wear the helmet but at the end police fine. Because father that wore helmet still alive.

Because take care a child.

parents take care the children.

It was so unexpected, so sudden. Parents try to nurture the child but then she died.

Because child passenger should wear a helmet for safety. Member of family will die.

Protect a child.

None

Because when you drive or passenger should wear a helmet.

because the video shows that the passenger wanted to wear but the driver said it was okay.

I will definitely wear it every time, because of safety and afraid of policemen." because i don't want to put life on the line like in the video.

because it's very inspiring to see the father and daughter together but daughter died coz no helmet.

because i am afraid of the motorbike accidents that cause head injury. Because it is about safety.

Wearing a helmet can protect me from accident. We can die and so sorry in the hole life. It's a story. It's moving.

Because have a child in passenger and keep safety to child. because I also have a daughter.

because I am afraid that it will happen to me too. And it's likely that I will tell other to wear helmet.

The video about police fine/passenger has to wear a helmet also because passenger's life depends on the driver.

Because I want the passengers to wear it as well even though they are busy. Because it's shocking.

Because do not want to be away from someone I love.

because accidents can happen anytime especially to head. everyone has to wear. It's too sad to see that the child get to lose her life because parents don't put the helmet on her. because mother is worried about son. Yes, I have to wear the helmet.

Because it tells about wearing a helmet and the passenger is also vulnerable to accident.

Any reaction from respondent while watching?

None

Do not understand the 1st TVC (policeman fined the passenger who did not wear a helmet).

I will always wear helmet. None.

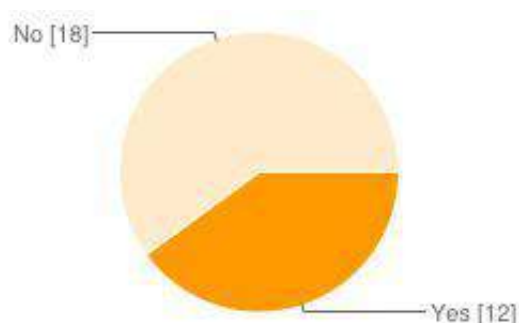
Laugh a little bit.

Accidents are so unpredictable, so should wear helmet.

When you are speeding (though you wear a helmet), you still die. I am surprised about the video "When I Grow Up".

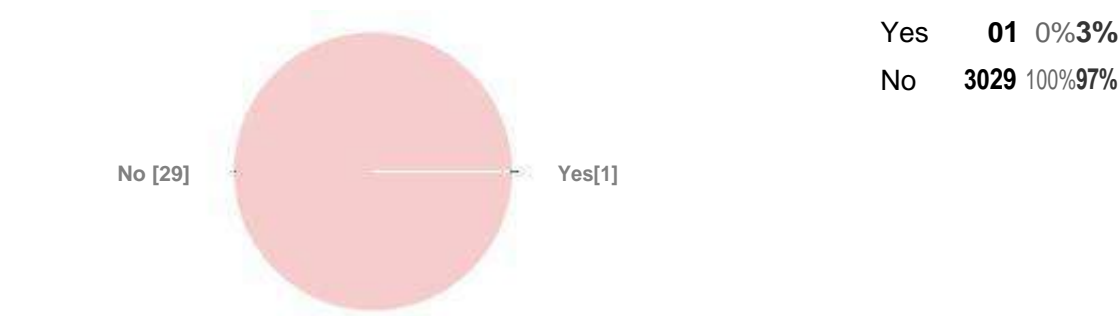
Small children need to wear helmet too? Trigger word: Every time

Have you heard about the new traffic law which require the passenger to wear a helmet?

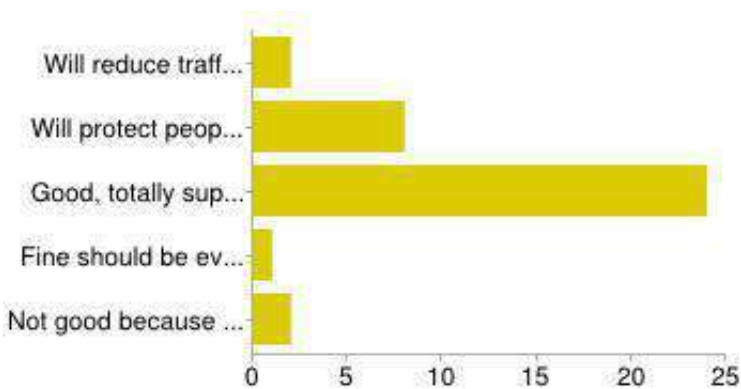


Yes	12	40%
No	18	60%

Did you know about the new fine for new traffic law?

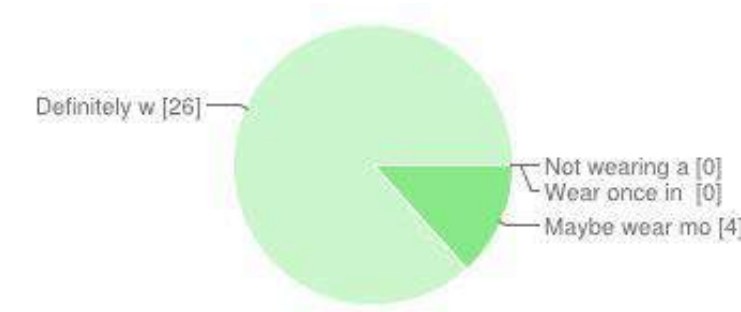


How do you feel about this new law?



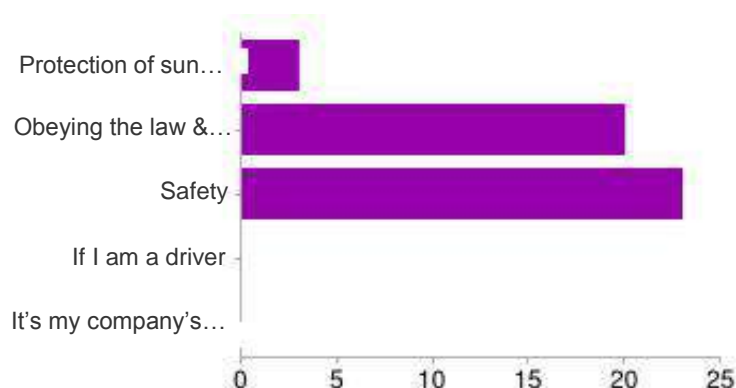
Will reduce traffic accidents	2	7%
Will protect people's lives	8	27%
Good, totally support it.	24	80%
Fine should be even higher	1	3%
Not good because people are poor and helmets are expensive	2	7%

This new law is 5 times more than the previous fine. Which means that for two people not wearing a helmet, they will be fine 30,000 riel. Do you think this will encourage you to wear helmet more?



Not wearing at all	0	0%
Wear once in a while	0	0%
Maybe wear more	4	13%
Definitely wear all the time	26	87%

Why?



Protection of sunlight & dust	3	10%
Obeying the law & fear of fines	20	67%
Safety	23	77%
Obeying the law & fear of fines	23	77%
If I am a driver	0	0%
It's my company's policy	0	0%

Is there anything else you want to add?

Please people wear the helmet together to protect accident

"For the new traffic law, Government needs to tell people at least one month before the implementation. Even though we wear helmet, when we drive fast we are still dead. It means that helmet cannot protect everything. Police should fine people who are speeding."

Want everyone should wear helmet.

I want to suggest everyone should wear helmets to protect yourself from traffic accidents especially drunk drivers. Also, motodup drivers should have an spare helmet for their customers.

I think people have to value their lives.

"I am upset to see the police stop and fine some people, while let some get away. I have been fined 2 or 3 times already and the fine is 15000 riel. When i see others don't wear helmet, i don't wear either. (follow the crowd)"

None

Government to discount the price of helmet. The fine is 10 times than the old fine. Policemen should respect the law, too.

None.

"At night time, I wear helmet because people drive so fast at that time. People usually do not wear helmet at night time because there is no policemen."

I would suggest something a bit funny and a celebrity so it would attract teenagers.

Why the government don't subsidy a helmet? Very expensive for new law. The spot promotion is big.

I hope that youth should be wear a helmet for safety.

"- Wear a helmet all the times. - Please respect a law"

- Wear a helmet all the times. - Please respect a law

If it is near my house, I will not wear helmet.

I like TV spot that talks about family, worried about each other.

"The videos remind us to think twice and encourage us to wear helmet. I want other countries to see us respecting the law."

I will not wear helmet in my village if it is just a short distance (lazy to wear and not much traffic).

If the stolen cases happen too often, it's also discouraging for helmet owner to keep buying.

It is hard to keep 2 helmets at the same time.

"The most important thing is life. Kids and teenagers tend to not wear helmets. Next TVC should aim to target the young adults. Mototaxi should also have a spare helmet for passenger."

Policeman should fine according to law.

Youth should all wear helmet and wear slowly. Don't drink when drunk.

Should fine more money is better. Policeman should not commit corruption.

Number of daily responses

Annex XI. Helmet Observation Summary Report, November 2014

SUMMARY REPORT
ON
HELMET OBSERVATIONAL STUDIES
(NOVEMBER 2014)
FOR
PROJECT: ‘HEAD SAFE. HELMET ON.’

By
Handicap International

Submitted to
Asia Injury Prevention Foundation

January 2015

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1. Main results of helmet observation

a. Helmet wearing rates among drivers at intervention and control sites

Figure 1 shows that the helmet wearing rate at intervention sites in **Phnom Penh** is 74.62% while the control site is 67.44%. It means the rate of helmet wearing at the intervention sites is higher than control sites by 7.18%.

Furthermore, in **Kampong Speu** the helmet wearing rate at intervention sites is 41.62% and the control site is 37.38%. It means that the helmet wearing of intervention sites is higher than control sites by 4.24%.

In contrast, in **Kandal**, the helmet wearing rate at intervention sites is 54.75% and at the control site is 56.86% so it means that the helmet wearing rate at intervention sites is lower than control sites by 2.11%.

The result also shows that the highest helmet wearing rate among 3 places¹ in control sites and intervention sites is Phnom Penh (74.62%, 67.44%) and the lowest helmet wearing rate is Kampong Speu (41.62%, 37.38%)

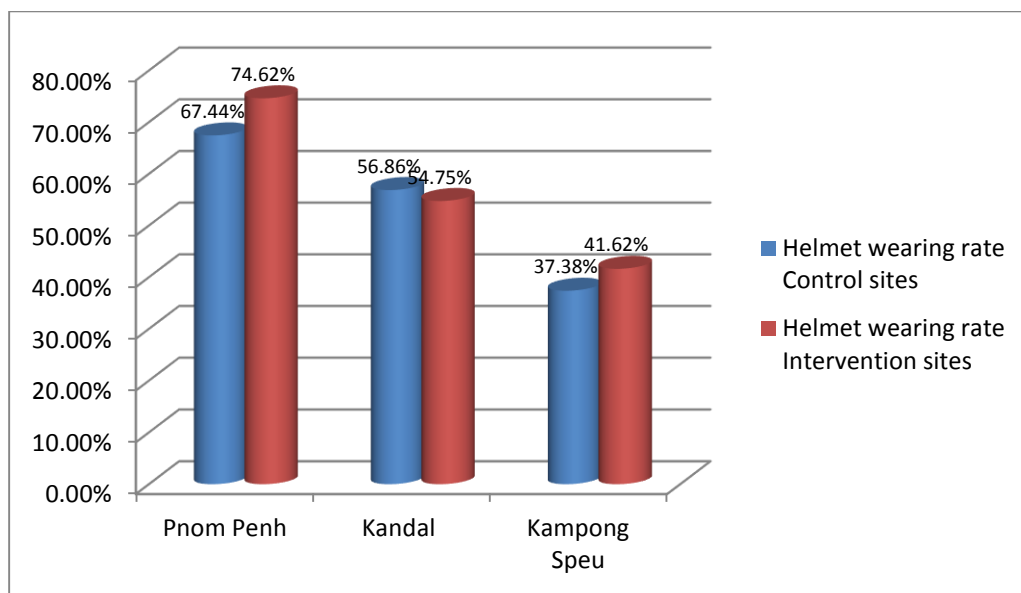


Figure 1: The helmet wearing rate among drivers at control sites and intervention sites

Figure2 indicates that the helmet wearing rate in Phnom Penh at the control sites in the 1st observation was 65.45% and in the second observation was 67.44%. It is increased by 1.99%. In Kandal it was increased by 1.1% and in Kampong Speu it is increased by 0. 41%.

¹ Phnom Penh, Kandal and Kampong Speu

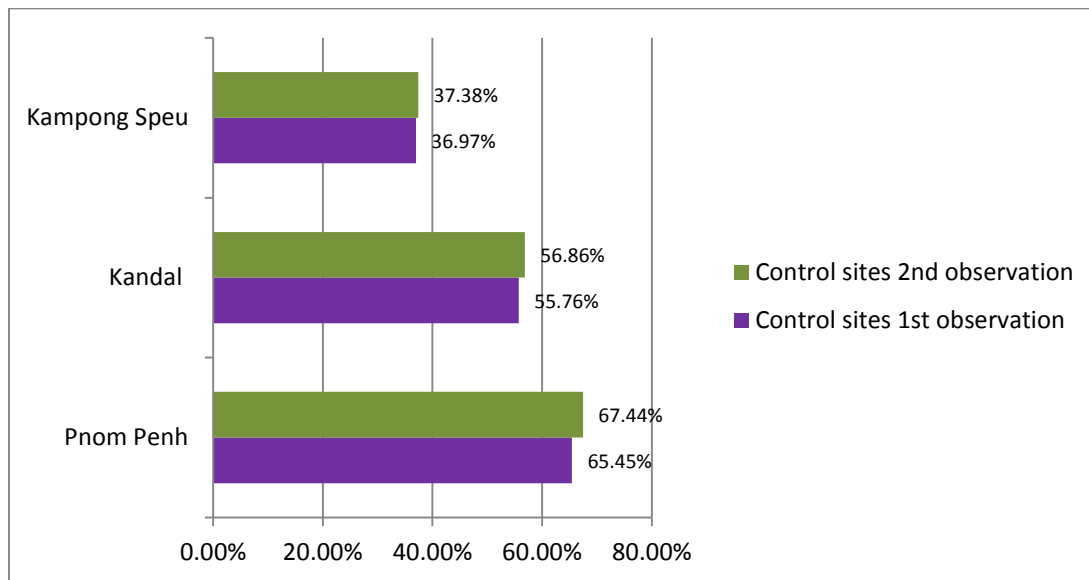


Figure 2: Comparing helmet wearing rate at control sites between the 1st observation and second observation

Figure 3 illustrates that the helmet wearing rate at intervention site in the 2nd observation in Pnom Penh is higher than the 1st observation by 3.64%. In Kampong Speu also increased by 0.69% but in Kandal, it is decreased by 0.23%.

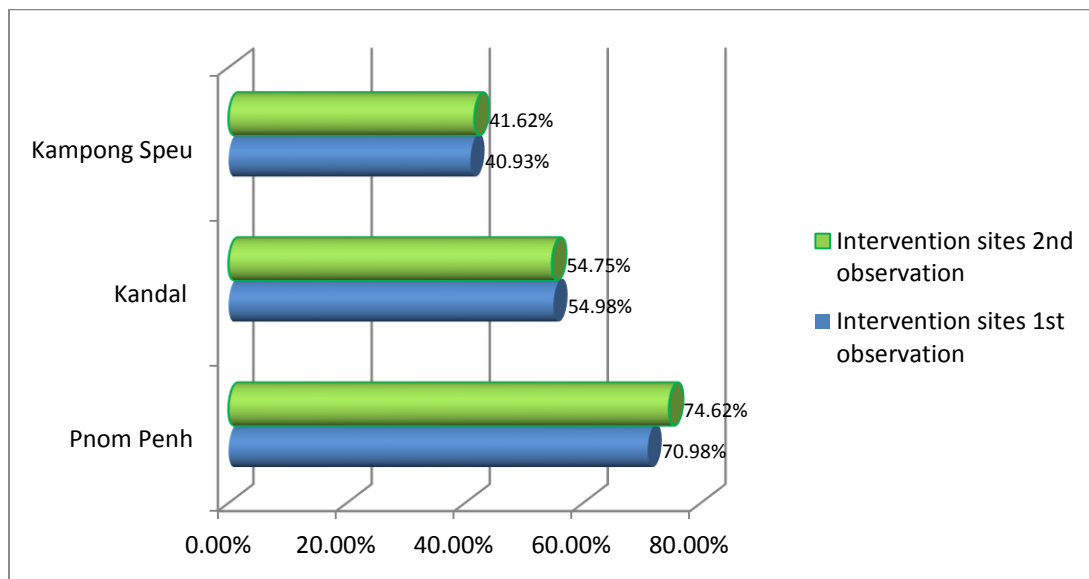


Figure 3: Comparing helmet wearing rates at intervention sites between the 1st observation and 2nd observation

b. Helmet wearing rates among passengers at intervention and control sites

Figure 4 shows that the helmet wearing rates among passengers in the 3 places varied from 5.05% to 12.73% in control sites and at intervention sites varied from 6.23% to 13.05%. Phnom Penh and Kampong Speu had higher helmet wearing rates at the intervention sites than at the control sites, while helmet wearing rate at control sites in Kandal is higher than at the intervention sites (See Table2).

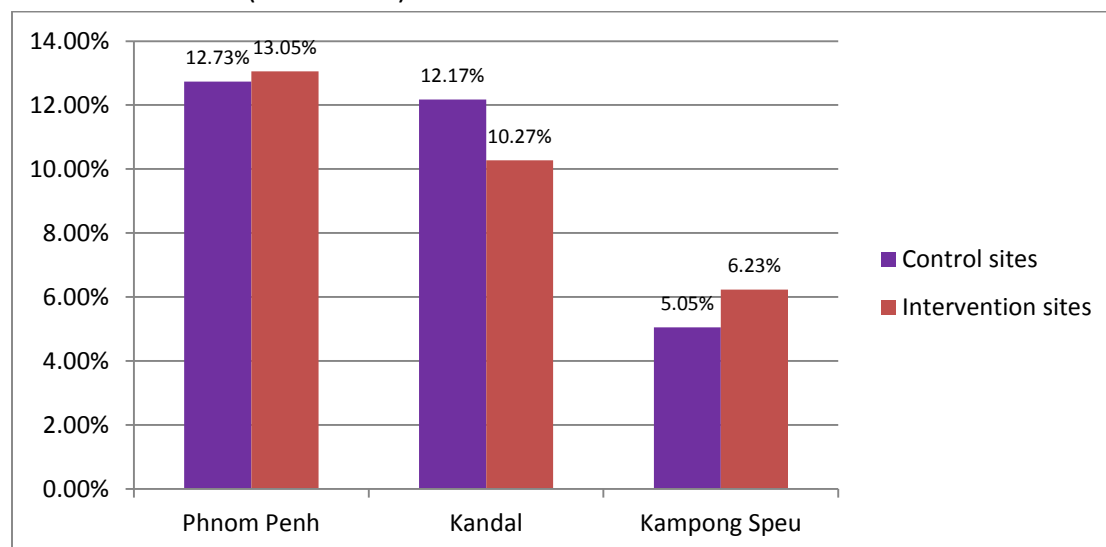


Figure 4: Comparing helmet wearing rate among passengers between control and intervention sites

c. Helmet wearing rates according to gender at intervention and control sites

Figure 5 shows that the helmet wearing rate at control sites in Phnom Penh among male and female are similar, (61.17% , 67.85%) and the helmet wearing rate among male and female at control sites at Kandal are also similar (53.32% , 53.97%). In Kampong Speu the helmet wearing rate among female is lower than male (38.65%, 27.74%).

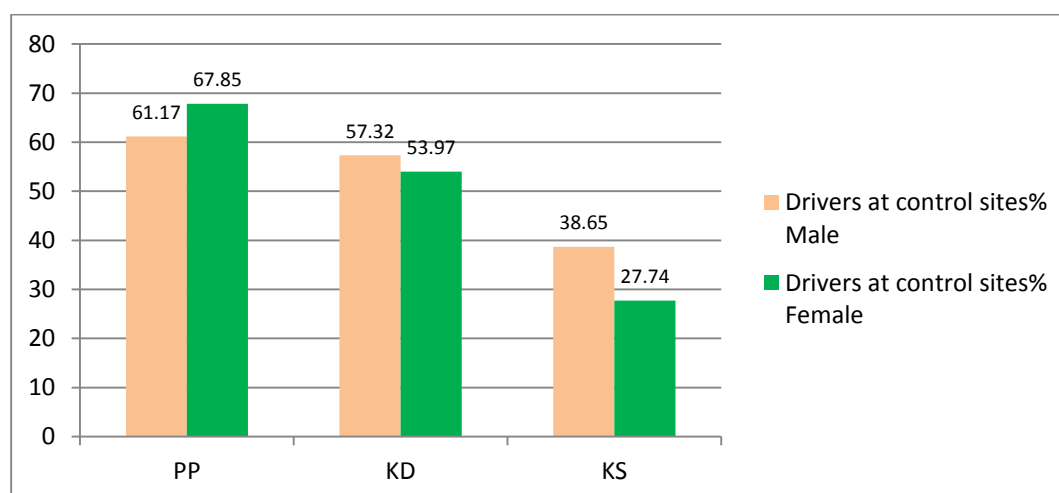


Figure 5: Comparing Helmet wearing rate among male and female drivers at control sites

Figure 6, overall, among 3 places, the highest helmet wearing rates at intervention sites among male and female is Phnom Penh, followed by Kandal and the lowest is Kampong Speu. Moreover the result also shows that in Phnom Penh, the helmet wearing rate among female drivers is higher than male drivers by 7.15% and in Kandal and Kampong Speu the helmet wearing rate among female drivers is lower than male drivers respectively by 7.06% and 5.03%.

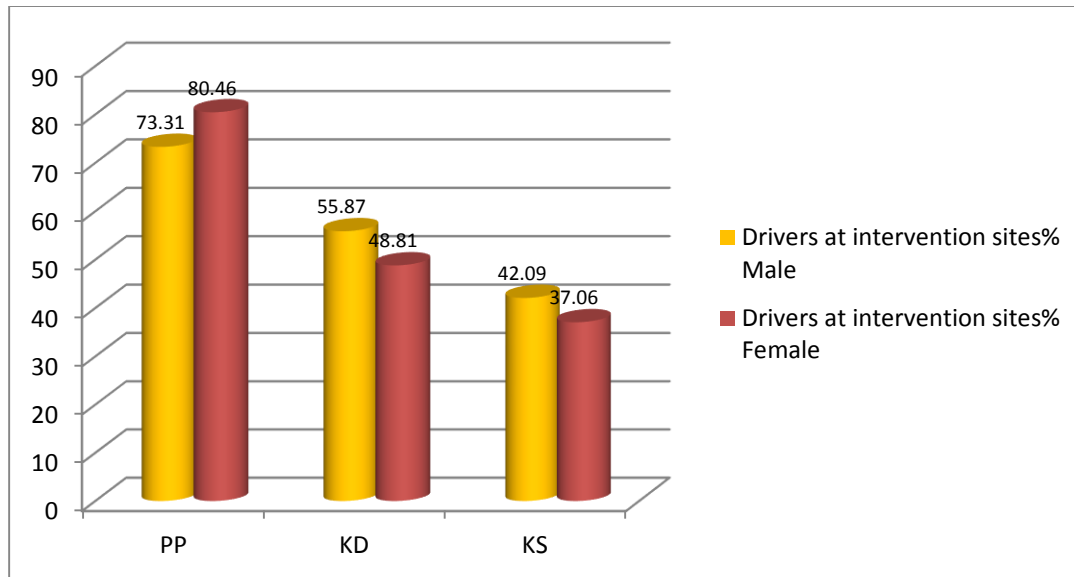


Figure 6: Comparing helmet wearing rate among male and female drivers at intervention sites

Figure 7 indicates that in two places, Phnom Penh and Kampong Speu, the helmet wearing rate among male at intervention sites is higher than control sites respectively by 12.14% and 3.44%. In contrast, the helmet wearing rate among males at intervention sites at Kandal is lower than control sites by 1.45%.

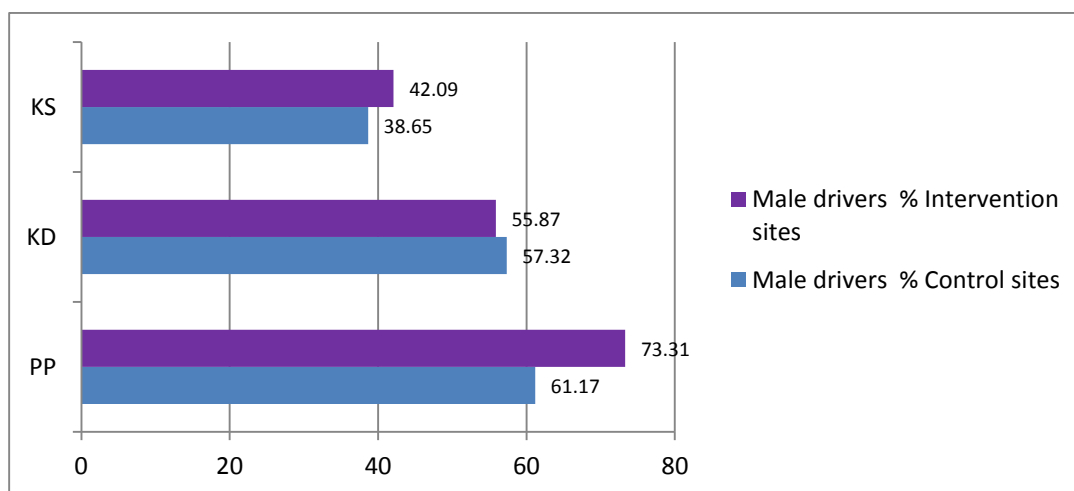


Figure 7: Comparing helmet wearing rates among male drivers between intervention and control sites

Figure 8 shows that in Phnom Penh and Kampong Speu, the helmet wearing rate among female at intervention sites is higher than control sites respectively by 12.61% and 9.32%. However, In Kandal, the helmet wearing rate among females at intervention sites is lower than control sites by 5.16%.

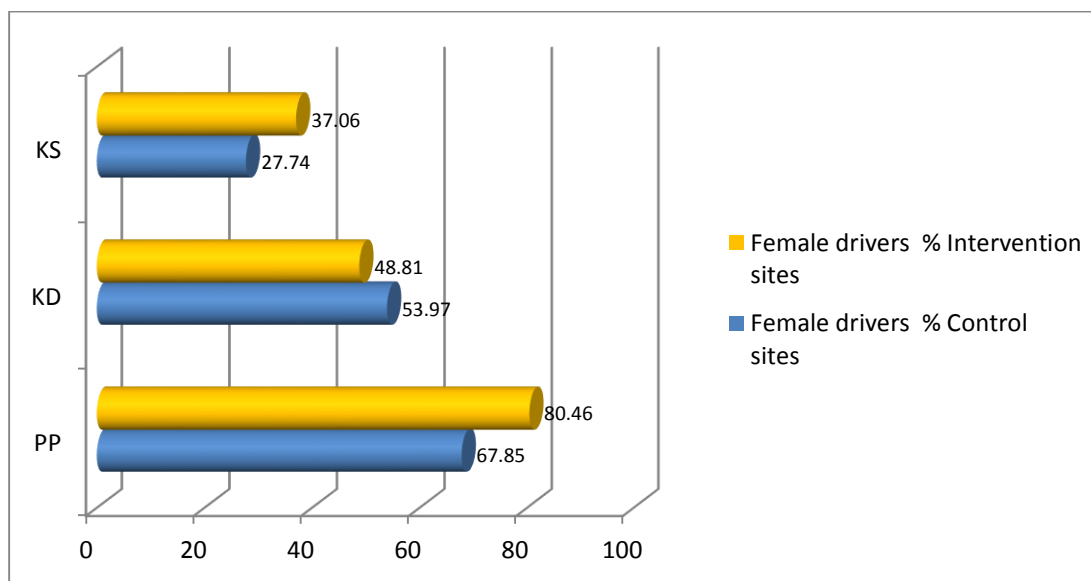


Figure 8: Comparing helmet wearing rates between female drivers at intervention and control sites

The helmet wearing rates among male passengers at control sites in the 3 provinces varied from 6.01% to 9.11% and female from 4.31% to 13.33%. In addition, the helmet wearing rates among male passengers at intervention sites varied from 5.81% to 10.54% and among female from 5.29% to 14.75% (See Table 3).

d. Helmet wearing rates among child passengers at intervention and control sites

Child passengers refer to the children who are able to sit on the motorbike, excluding babies. The helmet wearing rates among child passengers at intervention and control sites were quite low, less than 10%. The intervention sites had a higher helmet wearing rate among child passengers than the control sites in the 3 places. Phnom Penh had the highest wearing rate of child passengers (8.46 - 9.86%), followed by Kandal (2.99 - 4.28 %), and Kampong Speu (1.67- 1.97%) (See Table 4).

e. Chin-strap status among helmet wearing riders at intervention and control sites

Identifying whether or not the riders wore helmet with chin-strap buckled is challenging and data encoders are not always in capacity to see whether a person has buckled his helmet. In order to compare the rates of helmet wearing with chin-strap buckled and unbuckled, the unknown status has been considered as a missing value, so an additional table has been developed with only chin-strap buckled and unbuckled (See Tables 5 and 6).

Based on table 6, 90% or more of helmet wearing riders wore helmet with the chin-strap buckled. In Phnom Penh the rates of helmet wearing riders with the chin-strap buckled at intervention sites were higher than those at control sites (98.28%, 98.16%), while the rates at intervention and control sites were similar in Kandal (97.87%, 97.84%). However, the rates in Kampong Speu at the intervention site were lower than at the control sites (97.54%, 97.87%).

2. Data collection process

a. Data Collection

The observation has been conducted at 4 locations per day with 4 data collectors at each location. A data collector placed a camera at a corner of the intersection and recorded the traffic at the intersection. Because the camera could not record for the whole hour, the data collectors needed to press record once the camera automatically turned off to continue recording. The data were collected at 2 time shifts (6.30 – 7.30 AM and 11.30 AM to 12.30 PM).

b. Challenges during data collection

During the second observation many unexpected challenges have occurred during data collection similar to the 1st observation:

- Use of camera: According to the study protocol, the video needed to be recorded without any interruption during the whole hour. However, cameras stopped unexpectedly and automatically after recording for some time (varying from 15 to 30 minutes) and two cameras which were used to record 2 locations, Tropeang Kong (Kampong Speu) and Boeng Keng Kong III ran out of battery while they were recording.

- The methodology has been adapted to the situation by recording multiple videos respecting the time shifts. The provided memory cards were expected to have enough space for the 2 hours of observation. Unfortunately, the more videos were recorded per hour, the more space they took on the memory cards, so the provided memory cards did not have enough space for some locations which needed several videos. To solve the problem, after the first time shift, all the videos of the far locations were transferred on a laptop, which was a long process. Likewise, the battery that supposed to be enough for the whole 2 hours was not able to use for the whole 2 hours due to multiple videos. Therefore, we tried to charge the battery after the first time shift wherever it was possible to plug the charger. Moreover, in this 2nd observation, all the cameras have been set low resolutions pictures in order to extend the duration of recording, which reduced the quality of the images and the clarity of pictures during data entry and screening.

- Characteristics of each location: At some locations, especially those along national roads, the space between the roads and households was wide, and people usually drove on this space too. The camera needed to be put inside to capture those people who turned right out of commune or turned left into commune and could not zoom too much, thus not providing much visibility on the people coming from the main road. In addition to the wide space, at Vor Sar and Trapiang Korng specifically, there was a small road along the national road that people drove into and out of the commune, so the views from that small road and national road were quite small.

Two locations (Trapiang Korng and Samrong Torng) also faced a lack of contrast due to sun rise, resulting in blur view and a need to change the position. Since many selected locations for the observation were business places (markets, stores along the road, taxi picking up customers...) and the intersections selected had many goods vehicles passing by, there were some blockages from the pedestrians, vehicle parking, big vehicles passing by, and so on although our data collectors tried to ask them not to block the camera. At Prek Eng, the position where we were supposed to put the camera was a market. To avoid blockage from people coming for shopping, the camera was put on the other corner instead. In Phnom Penh, the traffic was very busy, especially in the morning. When we put the camera on the sidewalk very close to the traffic road, the camera could be hit by the road users, so data collectors needed to put high attention on the camera. Film screening and data entry

3. Film screening and data entry

Data encoders who screened the film watched each video 3 times to cover the traffic flow of coming into the commune, going out of the commune and 1 direction on the main road. For the locations where the traffic was not busy, all directions were screened at the same time. The data was recorded on paper before entering in Ms Excel with the template forms.

Challenges during film screening and data entry

During film screening, many issues have been identified. As mentioned concerning the small view of the national road, it was difficult to see whether some of riders wore helmet with chin-strap buckled or not and also hard to identify the gender of some of them, especially for the passengers who were hidden by the drivers. Although we could pause the video, the picture blurred because they drove fast. Likewise, for those who turned their backs to the camera, it was not possible to identify well their chin-strap status and gender. For children passengers, as they often seat between adults or in the front of the drivers, we could not see clearly their gender. For the locations that have been affected by the sun rise, the quality of view was not good because the contrast light made the view dark. For the locations where the traffic was very busy, especially in Phnom Penh in the morning time, it was difficult to capture all the motorbikes.

The methodology of data entry which was provided by AIPF during the meeting on Oct 31, 2014 has been applied for data entry in the second observation. The film screening and data entry still took much longer than expected (**6 data encoders for about 21.3 working days**).

The number of days of data entry is still similar to the 1st observation. The data encoders needed to watch each video at least three times for the locations that had busy traffic. In addition, due to the small view of some directions, the data encoders needed to pause many times by trying to identify chin-strap status and gender when the picture was not clear.

There is a discrepancy between the proposal and the latest version of the protocol. Indeed, in the proposal, it is mentioned that only 1 traffic direction will be recorded and the relevant resources have been allocated accordingly. In the last version of the protocol which has been developed based on the recommendations from AIPF, records of 5 directions of the traffic have been included, affecting the time of filming screening and data entry as well as the necessary resources.

4. Suggestions for the next observations

- Insufficient batteries in the cameras batteries to record all videos: suggestion to have 2 reserve cameras batteries.
- Unclear view on some of the images: all the camera resolutions should be checked and reset for an appropriate pictures resolution.
- Increased number of directions between proposal and protocol: the number of data encoders and number of days for encoding is currently insufficient, thus affecting the timeframe and capacity to submit the report within 4 weeks after the observation. Therefore, we would suggest two options:
 - ➔ focus only on 1 direction of the traffic as mentioned in the proposal
 - ➔ or collect data for all directions (5 directions) and provide the necessary resources for data encoding thus increasing the budget. Additional budget needed, USD3,646 for eight observations.

5. Annexes

Table 1: Helmet wearing rate among drivers at intervention and control sites

Locations	Driver		
	Yes	Total	%
Phnom Penh			
Control Sites			
Boeung Keng Kang III	4534	6505	69.70%
Kbal Koh	1874	2997	62.53%
Total	6408	9502	67.44%
Invention Sites			
Tuol Tumpung II	7430	10231	72.62%
Tuol Svay Prey II	5843	7977	73.25%
Beoung Trabek	6429	8081	79.56%
Chba Ampov I	7887	10227	77.12%
Veal Sbov	1828	2513	72.74%
Prek Eng	1848	2868	64.44%
Total	31265	41897	74.62%
Kandal			
Control Sites			
Takhmao	2562	4637	55.25%
Phum Thom	1470	2454	59.90%
Total	4032	7091	56.86%
Invention Sites			
Doeum Mean	4041	6564	61.56%
Prek Russey	1703	3398	50.12%
Prek Ho	2124	3961	53.62%
Dei Edth	865	1751	49.40%
Bantheay Daek	533	950	56.11%
Kor Ki Thom	306	859	35.62%
Total	9572	17483	54.75%
Kampong Speu			
Control Sites			
Chbar Mon	802	2125	37.74%
Sen Dei	215	596	36.07%
Total	1017	2721	37.38%
Invention Sites			
Roka Thom	1195	2839	42.09%
Sopoar Tep	678	1687	40.19%
Kanduol Dom	354	806	43.92%
Vor Sar	708	1480	47.84%
Trapiang Korng	683	1546	44.18%
Roliang Kreul	281	1009	27.85%
Total	3899	9367	41.62%

Table 2: Helmet wearing rates among passengers at intervention and control sites

Locations	All Passengers		
	Yes	Total	%
Phnom Penh			
Control Sites			
Boeung Keng Kang III	213	1850	11.51%
Kbal Koh	174	1189	14.63%
Total	387	3039	12.73%
Invention Sites			
Tuol Tumpong II	432	3365	12.84%
Tuol Svay Prey II	249	2300	10.83%
Beoung Trabek	308	2272	13.56%
Chba Ampov I	447	3632	12.31%
Veal Sbov	178	835	21.32%
Prek Eng	139	1027	13.53%
Total	1753	13431	13.05%
Kandal			
Control Sites			
Takhmao	182	1860	9.78%
Phum Thom	168	1017	16.52%
Total	350	2877	12.17%
Invention Sites			
Doeum Mean	253	2544	9.94%
Prek Russey	106	1439	7.37%
Prek Ho	174	1737	10.02%
Dei Edth	83	675	12.30%
Bantheay Daek	76	400	19.00%
Kor Ki Thom	41	344	11.92%
Total	733	7139	10.27%
Kampong Speu			
Control Sites			
Chbar Mon	42	818	5.13%
Sen Dei	15	310	4.84%
Total	57	1128	5.05%
Invention Sites			
Roka Thom	62	1115	5.56%
Sopoar Tep	47	767	6.13%
Kanduol Dom	21	314	6.69%
Vor Sar	40	522	7.66%
Trapiang Korng	54	724	7.46%
Roliang Kreul	14	376	3.72%
Total	238	3818	6.23%

Table 3: Helmet wearing rates according to gender among drivers and passengers at intervention and control sites

Table 3: Helmet wearing rates according to gender among drivers and passengers at intervention and control sites												
Locations	Drivers						Passengers					
	Male			Female			Male			Female		
	Yes	Total	%	Yes	Total	%	Yes	Total	%	Yes	Total	%
Phnom Penh												
Control Sites												
Boeung Keng Kang III	3643	5346	68.14%	858	1119	76.68%	48	684	7.02%	144	1125	12.80%
Kbal Koh	1625	2497	65.08%	212	458	46.29%	47	359	13.09%	82	579	14.16%
Total	5268	7843	67.17%	1070	1577	67.85%	95	1043	9.11%	226	1704	13.26%
Invention Sites												
Tuol Tumpung II	5888	8243	71.43%	1484	1915	77.49%	123	1296	9.49%	263	1636	16.08%
Tuol Svay Prey II	4602	6519	70.59%	1238	1455	85.09%	96	959	10.01%	133	1296	10.26%
Beoung Trabek	5070	6485	78.18%	1354	1589	85.21%	104	918	11.33%	190	1257	15.12%
Chba Ampov I	6322	8322	75.97%	1550	1888	82.10%	147	1506	9.76%	287	2035	14.10%
Veal Sbov	1570	2150	73.02%	258	363	71.07%	61	361	16.90%	104	448	23.21%
Prek Eng	1626	2490	65.30%	218	374	58.29%	44	414	10.63%	95	588	16.16%
Total	25078	34209	73.31%	6102	7584	80.46%	575	5454	10.54%	1072	7260	14.77%
Kandal												
Control Sites												
Takhmao	2164	3931	55.05%	398	706	56.37%	46	708	6.50%	136	1141	11.92%
Phum Thom	1304	2119	61.54%	160	328	48.78%	47	348	13.51%	92	570	16.14%
Total	3468	6050	57.32%	558	1034	53.97%	93	1056	8.81%	228	1711	13.33%
Invention Sites												
Doeum Mean	3407	5505	61.89%	632	1057	59.79%	76	931	8.16%	174	1481	11.75%
Prek Russey	1388	2724	50.95%	315	673	46.81%	33	528	6.25%	72	893	8.06%
Prek Ho	1810	3314	54.62%	310	641	48.36%	72	719	10.01%	98	934	10.49%
Dei Edth	795	1511	52.61%	67	236	28.39%	25	252	9.92%	46	352	13.07%
Bantheay Daek	498	859	57.97%	31	85	36.47%	13	136	9.56%	58	221	26.24%
Kor Ki Thom	290	742	39.08%	16	117	13.68%	10	113	8.85%	30	199	15.08%
Total	8188	14655	55.87%	1371	2809	48.81%	229	2679	8.55%	478	4080	11.72%
Kampong Speu												
Control Sites												
Chbar Mon	718	1879	38.21%	77	231	33.33%	21	393	5.34%	17	349	4.87%
Sen Dei	201	499	40.28%	14	97	14.43%	9	106	8.49%	6	185	3.24%
Total	919	2378	38.65%	91	328	27.74%	30	499	6.01%	23	534	4.31%
Invention Sites												
Roka Thom	1004	2398	41.87%	185	435	42.53%	26	374	6.95%	34	686	4.96%
Sopoar Tep	582	1387	41.96%	94	297	31.65%	13	252	5.16%	34	500	6.80%
Kanduol Dom	305	686	44.46%	45	113	39.82%	7	129	5.43%	11	158	6.96%
Vor Sar	623	1309	47.59%	72	157	45.86%	9	175	5.14%	13	245	5.31%
Trapiang Korng	619	1399	44.25%	38	100	38.00%	12	156	7.69%	13	353	3.68%
Roliang Kreul	258	877	29.42%	23	131	17.56%	6	171	3.51%	8	195	4.10%
Total	3391	8056	42.09%	457	1233	37.06%	73	1257	5.81%	113	2137	5.29%

Table 4:Helmet wearing rates among child passengers at intervention and control sites

Locations	Yes	Total	%
Phnom Penh			
Control Sites			
Boeung Keng Kang III	30	225	13.33%
Kbal Koh	3	165	1.82%
Total	33	390	8.46%
Invention Sites			
Tuol Tumpung II	42	717	5.86%
Tuol Svay Prey II	53	440	12.05%
Beoung Trabek	24	256	9.38%
Chba Ampov I	81	612	13.24%
Veal Sbov	29	139	20.86%
Prek Eng	4	200	2.00%
Total	233	2364	9.86%
Kandal			
Control Sites			
Takhmao	8	357	2.24%
Phum Thom	7	145	4.83%
Total	15	502	2.99%
Invention Sites			
Doeum Mean	15	522	2.87%
Prek Russey	31	453	6.84%
Prek Ho	16	397	4.03%
Dei Edth	3	134	2.24%
Bantheay Daek	2	48	4.17%
Kor Ki Thom	3	83	3.61%
Total	70	1637	4.28%
Kampong Speu			
Control Sites			
Chbar Mon	2	79	2.53%
Sen Dei	0	41	0.00%
Total	2	120	1.67%
Invention Sites			
Roka Thom	3	160	1.88%
Sopoar Tep	1	102	0.98%
Kanduol Dom	1	64	1.56%
Vor Sar	5	65	7.69%
Trapiang Korng	1	86	1.16%
Roliang Kreul	0	82	0.00%
Total	11	559	1.97%

Table 5:Chin-strap status among helmet-wearing riders at intervention and control sites

Table 5:Chin-strap status among helmet-wearing riders at intervention and control sites							
Locations	Y-S		Y-U		Y-DK		Total
	N	%	N	%	N	%	
Phnom Penh Control Sites							
Boeung Keng Kang III	4126	86.92%	86	1.81%	535	11.27%	4747
Kbal Koh	1093	53.37%	12	0.59%	943	46.04%	2048
Total	5219	76.81%	98	1.44%	1478	21.75%	6795
Invention Sites							
Tuol Tumpong II	7696	97.89%	130	1.65%	36	0.46%	7862
Tuol Svay Prey II	4953	81.30%	217	3.56%	922	15.13%	6092
Beoung Trabek	6681	99.17%	54	0.80%	2	0.03%	6737
Chba Ampov I	8243	98.91%	81	0.97%	10	0.12%	8334
Veal Sbov	1696	84.55%	23	1.15%	287	14.31%	2006
Prek Eng	304	15.30%	13	0.65%	1670	84.05%	1987
Total	29573	89.57%	518	1.57%	2927	8.86%	33018
Kandal Control Sites							
Takhmao	2533	92.31%	129	4.70%	82	2.99%	2744
Phum Thom	1302	79.49%	53	3.24%	283	17.28%	1638
Total	3835	87.52%	182	4.15%	365	8.33%	4382
Invention Sites							
Doeum Mean	4004	93.25%	66	1.54%	224	5.22%	4294
Prek Russey	1374	75.95%	71	3.92%	364	20.12%	1809
Prek Ho	1995	86.81%	44	1.91%	259	11.27%	2298
Dei Edth	926	97.68%	17	1.79%	5	0.53%	948
Bantheay Daek	606	99.51%	3	0.49%	0	0.00%	609
Kor Ki Thom	342	98.56%	3	0.86%	2	0.58%	347
Total	9247	89.73%	204	1.98%	854	8.29%	10305
Kampong Speu Control Sites							
Chbar Mon	371	43.96%	9	1.07%	464	54.98%	844
Sen Dei	226	98.26%	4	1.74%	0	0.00%	230
Total	597	55.59%	13	1.21%	464	43.20%	1074
Invention Sites							
Roka Thom	1216	96.74%	35	2.78%	6	0.48%	1257
Sopoar Tep	717	98.90%	8	1.10%	0	0.00%	725
Kanduol Dom	339	90.40%	9	2.40%	27	7.20%	375
Vor Sar	451	60.29%	14	1.87%	283	37.83%	748
Trapiang Korng	660	89.55%	8	1.09%	69	9.36%	737
Roliang Kreul	267	90.51%	18	6.10%	10	3.39%	295
Total	3650	88.23%	92	2.22%	395	9.55%	4137

Table 6: Chin-strap status among helmet-wearing riders at intervention and control sites

Locations	Y-S		Y-U		Total
	N	%	N	%	
Phnom Penh					
Control Sites					
Boeung Keng Kang III	4126	97.96%	86	2.04%	4212
Kbal Koh	1093	98.91%	12	1.09%	1105
Total	5219	98.16%	98	1.84%	5317
Invention Sites					
Tuol Tumpong II	7696	98.34%	130	1.66%	7826
Tuol Svay Prey II	4953	95.80%	217	4.20%	5170
Beoung Trabek	6681	99.20%	54	0.80%	6735
Chba Ampov I	8243	99.03%	81	0.97%	8324
Veal Sbov	1696	98.66%	23	1.34%	1719
Prek Eng	304	95.90%	13	4.10%	317
Total	29573	98.28%	518	1.72%	30091
Kandal					
Control Sites					
Takhmao	2533	95.15%	129	4.85%	2662
Phum Thom	1302	96.09%	53	3.91%	1355
Total	3835	95.47%	182	4.53%	4017
Invention Sites					
Doeum Mean	4004	98.38%	66	1.62%	4070
Prek Russey	1374	95.09%	71	4.91%	1445
Prek Ho	1995	97.84%	44	2.16%	2039
Dei Edth	926	98.20%	17	1.80%	943
Bantheay Daek	606	99.51%	3	0.49%	609
Kor Ki Thom	342	99.13%	3	0.87%	345
Total	9247	97.84%	204	2.16%	9451
Kampong Speu					
Control Sites					
Chbar Mon	371	97.63%	9	2.37%	380
Sen Dei	226	98.26%	4	1.74%	230
Total	597	97.87%	13	2.13%	610
Invention Sites					
Roka Thom	1216	97.20%	35	2.80%	1251
Sopoar Tep	717	98.90%	8	1.10%	725
Kanduol Dom	339	97.41%	9	2.59%	348
Vor Sar	451	96.99%	14	3.01%	465
Trapiang Korng	660	98.80%	8	1.20%	668
Roliang Kreul	267	93.68%	18	6.32%	285
Total	3650	97.54%	92	2.46%	3742

Annex XII. Crash Case Studies at Ang Metrey Primary School

Incident 1

Sovanna, a first grade student at Ang Metrey Primary School, was walking with her neighbor in front of the school in Somrong Torng District, Kampong Speu Province. A motorbike, driving at a high speed, hit her, knocking her to the ground. The back of her head hit the pavement but was protected by her helmet. She stayed at a hospital in Phnom Penh for three days for medical monitoring.

Incident 2

Chhengly, a third grade student at Ang Metrey Primary School, was walking with her friend in front of the school. She was hit by a car traveling at a low speed. Chhengly's hand and leg were slightly injured. Her head also hit the pavement but was protected by her helmet.

Incident 3

Reaksmey, a second grade student at Ang Methrey Primary School, was walking alone in front of the school. He was hit by a motorbike traveling at a high speed. Reaksmey's hand was slightly injured. He was also knocked down, causing his head to hit the pavement. He was wearing his helmet so his head was not injured.



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MAKING ROADS SAFE

School-Based Program Launch Ceremonies Report

Head Safe. Helmet On.

December 2014 – February 2015



March 2015

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Acronyms

AIP	Asia Injury Prevention
DPM	Deputy Prime Minister
FIA	Federation Internationale de l'Automobile
HSHO	Head Safe. Helmet On.
NRSC	National Road Safety Committee
SBP	School-Based Program
UPS	United Parcel Service of North America, Inc.
USAID	United States Agency for International Development
US-CDC	United States Centers for Disease Control and Prevention

1. School-Based Program and Launch Ceremony Overview

The School-Based Program is one of three components of Asia Injury Prevention (AIP) Foundation's "Head Safe. Helmet On. (HSHO)" project to increase passenger helmet use on Cambodia's roads. The School-Based Program (SBP) targets 18 schools, one in each of the 18 target communes, with a comprehensive set of activities to engage students, teachers, and parents. SBP provides donated helmets to all students and teachers at the schools while also reinforcing helmet messages through school ceremonies, student activities, teacher trainings, parental information sessions, and awareness materials such as billboards and posters. These activities are scheduled according to the school year in Cambodia, which generally runs from November to July.

In December 2014, helmet donation ceremonies were held in HSHO's three target provinces - Phnom Penh, Kandal and Kampong Speu - to formally handover the helmets to student representatives from each individual target school, six per province. Approximately 16,000 helmets, produced in AIP Foundation's Protec helmet factory in Hanoi, Vietnam, were handed over to students. Specific ceremony events included speeches, songs, dance performances, and helmet-wearing demonstrations. Students, parents, school representatives, national- and local-level government representatives, and project sponsors all participated in the events.

There was one large ceremony on December 9, 2014 at Tuol Svay Prey Primary School in Phnom Penh, which served as the formal launch ceremony for the first year of HSHO in Cambodia. There were several high-profile participants and guests, including national government representatives, and HSHO donors. The donors included the United States Agency for International Development (USAID), represented by the USAID mission in Phnom Penh, Cambodia, the Federation Internationale de l'Automobile (FIA) Foundation, The United Parcel Service of North America, Inc. (UPS) Foundation, and the United States Centers for Disease Control and Prevention (US-CDC). Government and donor representatives were invited to receive recognition for their generous contributions and to interact with student, teacher, and community beneficiaries.

In addition to the December 9 event, there were two medium-sized ceremonies, and fifteen small ceremonies. The medium ceremonies, in addition to providing helmets to the student representatives of the two schools, symbolically represented the helmet donations to all target students within the respective provinces. The smaller ceremonies were more minimal, featuring just the handover of helmets to students of that particular school and attended only by the school population.

In the second year of HSHO in November and December 2015, 18 ceremonies, all small-scale, will again be hosted at each of the schools to provide approximately 4,050 helmets to all new incoming first-graders and kindergarteners.

Table 1 Summary of Ceremonies

Primary School	Ceremony Date	Total Helmets Donated	Host
<i>Phnom Penh</i>			
Tuol Svay Prey	December 9	902	Sar Kheng, Deputy Prime Minister, Minister of Interior
Hun Neang Tuol Tumpong II	December 16	919	Mr. Tin Souvann, Vice-Commune Chief
Hun Neang Boeung Trabaek East	December 16	1,476	Mr. Sen Bo Te, Commune Chief
Chba Ampov I	December 26	1,894	Mr. Pov Huot, Commune Chief
Veal Sbov	December 26	240	Mrs. Yun Sophal, Vice-Commune Chief
Prek Eng	December 26	1,104	Mr. Neth Saraen, Commune Chief
<i>Kandal Province</i>			
Bantheay Daek	December 24	820	Mrs. Khuon Kong, Commune Chief
Sdao Konleng	December 24	996	H.E. General Yun Chhun, Deputy General Commissioner of the Cambodia National Police
Prek Ho	December 31	1,099	Mr. Chum Sinuon, Commune Chief
Prek Tapeou	December 31	960	Mr. Sim Bout Bandith, Police Chief of Commune
Bun Rany Hun Sen Kroupeur Ha	December 31	1,050	Mrs. Eam Samai, Vice-Governor, Takhmao City
Korki Thom	December 31	653	Mrs. Chan Kanika, Vice-Governor, Kien Svay District
<i>Kampong Speu Province</i>			
Santhe Pheap	December 29	579	Mrs. Prum Samrang, Commune Chief
Kanduol Dom	December 29	573	Mr. Dy Norn, Commune Chief

Ang Serey	December 29	495	Mrs. Nhoek Pich, Commune Chief
Cham Bak	December 20	948	H.E. Hun Many, Member of National Assembly
Ang Metrey	December 30	602	Mr. Srey Vaen, Commune Chief
Prey Pdao	December 30	712	Mr. Nov Bunthorn, Commune Chief
	Total	16,022	

2. Preparation

2.1. Communications Materials

Throughout October and November 2014, the SBP team worked closely with AIP Foundation's Communications team to develop and print appropriate and engaging communication materials, including backdrops, displays and hand-outs. A printing company was identified in November, and all materials were printed and distributed to the individual schools the week before each respective event. Each ceremony had the same banner and display designs.



Backdrop for Honorary Guests stage



Standee Banners

2.2. Attendance

AIP Foundation promoted attendance of the December launch ceremonies through personal invitations to key donors and stakeholders, government officials, traffic police, non-government partners, and media outlets. Promotional information was also distributed via social media channels.



Sean Callahan, Mission Deputy Director of USAID / Cambodia, greets some primary school students

International guests and key stakeholders were informed about the December 9 ceremony in September and October and were sent formal invitations in November after AIP Foundation received confirmation that the Deputy Prime Minister of Cambodia would attend. In addition, AIP Foundation wrote three press releases, one per target province, to local and international media in order to encourage broad coverage of all the ceremonies and events. International guests included representatives from HSHO donors and supporters, including the USAID mission in Phnom Penh, Cambodia, the UPS Foundation, FIA Foundation, and the US-CDC.

Key government officials attended and chaired the large- and medium-sized ceremonies to promote AIP Foundation's cause, to emphasize AIP Foundation's close relationship with the Cambodian government, to encourage key actions by local authorities after the ceremonies and to thank them for their continued support of AIP Foundation's efforts to improve road safety in the country. The hosts were H.E. Sar Kheng, Deputy Prime Minister, Minister of Interior; H.E. Hun Many, Member of National Assembly; and H.E. General Yun Chhun, Deputy Commissioner General of National Police. They were initially

verbally invited to the events during August 2014 meetings with AIP Foundation’s president, Greig Craft. Formal invitations were sent out in November 2014.

The December 9 event was also attended by the students, teachers and parents of participating HSHO schools, as well as some students and teachers from nearby primary schools.

2.3. Activity Planning

In October and November, AIP Foundation worked closely with the schools to develop specific activities, including speeches, performances, and games, for the launch ceremonies. AIP Foundation also worked with local police to ensure safety and security for the three large and medium-sized ceremonies. The activities, designed to excite students and engage the greater school communities to wear helmets, were based on previous activities implemented by AIP Foundation at similar ceremonies and events. Rehearsals, attended by AIP Foundation staff, were held at each school several weeks before the event.

Speeches were prepared for all prominent speakers, including Directors of provincial Departments of Education, Youth and Sport, Chiefs of district Offices of Education, and school principals. The speakers welcomed AIP Foundation to the target schools, expressed thanks for the SBP support and helmet donations, and stated continued support to increase helmet use by instructing students to always correctly wear their helmets when travelling by bicycle or motorcycle. A selection of students participated in the event by performing a song, written by the Cambodian National Police for government road safety activities in 2011, which describes the benefits of wearing a helmet, and the traffic law mandate that requires helmets for all passengers. They also performed demonstrations on how to correctly wear helmets and gave thank you speeches to AIP Foundation and affirmed that they would always wear the new helmets.

The helmet design was created by AIP Foundations’ Communications team in September. The helmets were then ordered from the Protec helmet factory in Vietnam in October and were shipped to the individual Cambodian schools through a procured shipping company, SCL Global Company Limited. All helmets arrived in the week before each ceremony.

3. Launch Ceremonies

3.1. Large Ceremony

December 9, 2014

Tuol Svay Prey Primary School

Phnom Penh

The largest ceremony, which officially served as the launch for the first year of the HSHO program in Cambodia, was held at Tuol Svay Prey Primary School in Phnom Penh. Although not all students in the Phnom Penh-based schools received their helmets at the event, the ceremony represented the donation of a total of 6,535 helmets to six primary schools in two districts, Chamka Morn and Chba Ampov, of Phnom Penh Capital.

Approximately 3,100 participants attended, including students, parents, and teachers from HSHO target schools in Phnom Penh, local- and national-level government representatives, HSHO donor representatives, traffic police, other stakeholders, and media. There were also 245 students from 21 private schools in Chamka Morn District where Tuol Svay Prey Primary School is located. They were invited to raise awareness within the community and to encourage other schools to push for helmet use among their populations. In addition to the 848 students from Tuol Svay Prey Primary School, there were student representatives from the other target schools in Phnom Penh: 400 student and teacher representatives from Hun Neang Tuol Tumpung II Primary School, 110 from Hun Neang Boeung Trabaek East Primary School, and 50 each from Chba Ampov I Primary School, Veal Sbov Primary School and Prek Eng Primary School. The students, all from grades 5 and 6, had previously received their large-sized helmets which were all brought to the event.

Table 2 Helmet Distribution at Tuol Svay Prey Primary School on December 9

Primary School	Student Helmets			Teacher Helmets	Total Helmets
	S	M	L	L	
Tuol Svay Prey	333	259	256	54	902
Hun Neang Tuol Tumpung II	0	0	380	20	400
Hun Neang Boeung Trabaek East	0	0	100	10	110
Chba Ampov I	0	0	45	5	50
Veal Sbov	0	0	45	5	50
Prek Eng	0	0	45	5	50

The event was presided over by H.E. Sar Kheng, Deputy Prime Minister and Minister of Interior. After remarks from Greig Craft, the President of AIP Foundation, and Sean Callahan, Deputy Mission Director of USAID Cambodia, H.E. Sar Kheng provided the key note address in which he stated that “relevant authorities must continue to strictly and consistently enforce the road traffic law in order to positively curb anarchic activities on public roads as well as to contribute to decrease road traffic crashes.” Then, H.E. Sar Kheng, senior government officials from national- and provincial- level government, representatives from USAID, US-CDC, FIA Foundation, UPS Foundation and AIP Foundation, and Michelle Yeoh, Global Road Safety Ambassador, presented helmets to ten students to symbolize the helmet donation to the Phnom Penh schools. Ms. Yeoh proceeded to lead an engaging helmet-use presentation with students from Tuol Svay Prey Primary School to demonstrate how and when to properly wear a helmet.

Additionally, awards from the Cambodian Government were awarded to several prominent road safety partners who have been active in road safety in Cambodia for several years. The Royal Order of Sahametrei is an award generally conferred by the Cambodian Government on foreigners who have provided distinguishing services to the people of Cambodia. Greig Craft, President of AIP Foundation, received the Royal Order of Sahametrei Commander award. The Royal Order of Sahametrei Officer award was given to Mirjam Sidik, CEO of AIP Foundation, Saul Billingsley, Director General of FIA Foundation, David Sleet, Associate Director for Science of the US-CDC, and Michelle Yeoh. Lastly, Pagna Kim, Country Director of AIP Foundation in Cambodia, was awarded the Medal of National Construction Gold. Certificates of Appreciation were handed over to Sean Callahan, Deputy Mission Director of USAID Cambodia, and Jeff McLean, General Manager of UPS Vietnam.



Greig Craft, President of AIP Foundation, receives the Royal Order of Sahametrei Commander award.

A media reception with over twenty media outlets concluded the event. A complete media clipping report can be found in Annex I. Press Coverage.

Table 3 Honorary Guests

Name	Position	Affiliation
H.E. Sar Kheng	Deputy Prime Minister, Minister of Interior	Ministry of Interior
H.E. Min Meanvy	Secretary of State, Deputy Chairwoman of National Road Safety Committee	Ministry of Transport
H.E. Pa Socheatevong	Governor	Phnom Penh Capital
H.E. General Yun Chhunny	Deputy Commissioner General of National Police	Ministry of Interior
H.E. Chea Cheat	Director of Education, Youth and Sport of Phnom Penh Capital	Department of Education
Mr. Greig Craft	President of AIP Foundation	AIP Foundation
Mr. Sean Callahan	Deputy Mission Director, USAID Cambodia	USAID
Dr. David Sleet	Associate Director for Science, National Center for Injury Prevention and Control	US-CDC
Mr. Saul Billingsley	Director General of FIA Foundation	FIA Foundation
Ms. Michelle Yeoh	Global Road Safety Ambassador	Global Road Safety Ambassador
Mr. Jeff McLean	General Manager of UPS Vietnam	UPS Foundation
Mr. Go Tsuruta	Second Secretary	Embassy of Japan
Mrs. Soe Ma Paing	Attaché of the Embassy of Myanmar	Embassy of Myanmar
Mr. Rasmey	Project Staff	Australian Embassy
Ms. Jessica Conley	Deputy Country Director	US-CDC, Cambodia
Mr. Thy Sa	Senior Staff member	US-CDC, Cambodia
H.E. Phlork Thon	Secretary of State	Ministry of Religion
H.E. So Chanthy	Undersecretary of State	Ministry of Justice
H.E. Heang Sineth	Undersecretary of State	Ministry of Education
H.E. Tep Boramin	Undersecretary of State	Ministry of Rural Development
H.E. Bo Sok Cheat	Undersecretary of State	Ministry of Planning
H.E. Kim Sokhorn	Undersecretary of State	Ministry of Agriculture

H.E. Nuon Someth	Undersecretary of State	Ministry of Tourism
H.E Peou Maly	Secretary General	National Road Safety Committee
Mr. Vong Chan Nouch	Chief of Non-Governmental Organizations Office	Ministry of Foreign Affairs
H.E. Iev Phally	Ministry representative	Ministry of Information
H.E. Sim Yaren	Ministry representative	Ministry of Environment
Mr. Karuna	Ministry representative	Ministry of Woman Affairs
Mr. Oul Sok Chuos	Deputy Director of Administration	Ministry of Land
H.E. Major General Lay Bun Thorn	Deputy Director of Central Department of Public Order	General Commissariat of National Police
Brigadier General Ty Long	Deputy Director of Order Department	General Commissariat of National Police
Mrs. Men Chansokol	National Road Safety Committee (NRSC)	NRSC

3.2. Medium Ceremonies

December 20, 2014

Cham Bak Primary School

Kampong Speu

The first of the two medium-sized ceremonies was held at Cham Bak Primary School in Kampong Speu Province on December 20. H.E. Hun Many, Member of National Assembly, presided over the event and stated that “We are pleased to be engaged and collaborated in dissemination about the importance of helmet use as well as in donating helmets to youth and children. It is very important to educate and promote road safety, especially about the helmet use for youth and child students who are considered as our bamboo shoot in the future.” Around 1,100 participants attended, including students, teachers, parents, key stakeholders, private sector other ministry representative, and local authorities. The ceremony represented the donation of 3,909 helmets to six primary schools in two districts, Chba Morn and Somroang Torng, of Kampong Speu Province.

Table 4 Helmet Distribution at Cham Bak Primary School on December 20

Primary School	Student Helmets			Teacher Helmets	Total Helmets
	S	M	L	L	
Cham Bak	530	208	185	25	948

Table 5 Honorary Guests

Name	Position	Affiliation
H.E Hun Many	Member of National Assembly	National Assembly
H.E Tong Seng	Deputy Governor of Kampong Speu province	Kampong Speu Province
H.E Peou Maly	Secretary General of NRSC	NRSC
H.E. Kim Pagna	Country Director of AIP Foundation	AIP Foundation
Mr. Chhuon Voun	Deputy Secretary General of NRSC	NRSC
Brigadier General Chhoeung Sinoeun	Deputy Director of Order Department	General Commissariat of National Police
Mr. Thorn Buntha	Deputy Director of Finance Department	Kampong Speu province
Mr. Hang Sopheap	Deputy Director of Urban Planning and Construction Department	Kampong Speu province

Mr. Sun Sothea	Chief of Finance Department	Kampong Speu Province
Mr. Yin Lon	Chief of Office of Education Youth and Sport	Somroang Torng District
Mr. Kuoch Saphin	Chief of Administration	Somroang Torng District

December 24, 2014

Sdao Konleng Primary School

Kandal

The second medium-sized ceremony was held at Sdao Konleng Primary School in Kandal Province on December 24. H.E General Yun Chhunmy, Deputy Commissioner General of National Police, chaired the event. He said that “helmets have the potential to benefit many people. Therefore all students and teachers must regularly wear the helmets donated today whenever you are on bicycles or motorcycles to protect yourselves from serious head injury. I would like to appeal to the people, including parents of students and teachers, to always wear a helmet, ensure that children and passengers wear helmets, and to spread awareness of road safety and the importance of helmet use to friends and family.”

Around 1,900 participants attended, including students, teachers, parents, key stakeholders, government representatives, private sector representatives, and local authorities. Two hundred students from Bantheay Daek Primary School, also in Kien Svay District, walso attended the event. For logistical reasons, no other school participated in the event. The students received their helmets the day before so they could participate in the Sdao Konleng event in the morning, and then returned to their school in the afternoon to participate in their own event at Bantheay Daek Primary School. The Sdao Konleng ceremony represented the donation of 5,578 helmets to six primary schools in two districts, Takhmao and Kien Svay, of Kandal Province.

Table 6 Helmet Distribution at Sdao Konleng Primary School on December 24

Primary School	Student Helmets			Teacher Helmets	Total Helmets
	S	M	L	L	
Sdao Konleng	324	327	318	27	996
Bantheay Daek	0	0	200	8	208

Table 7 Honorary Guests

Name	Position	Affiliation
H.E General Yun Chhunmy	Deputy Commissioner General of National Police	Ministry of Interior
H.E Cheav Tai	Deputy Governor of Kandal Province	Kandal Provincial Hall
H.E Peou Maly	Secretary General of NRSC	NRSC
Brigadier General Ty Long	Deputy Secretary General	NRSC
Mr. Kim Pagna	Country Director of AIP Foundation	AIP Foundation
Mr. Chhuon Voun	Deputy Secretary General of NRSC	NRSC
H.E. Major General Lay Bunthorn	Deputy Director of Central Department of Public Order	General Commissariat of National Police
H.E. General Ty Long	Deputy Director of Order Department	General Commissariat of National Police
Brigadier General Eav Cham Reun	Commissioner	Kandal Provincial Police

One representative		Kandal Provincial Department of Education, Youth and Sports
Two Representatives		Kandal Provincial Police
Two Representatives		Kandal Gendarmerie of Police
Three Representatives		Kien Svay District

3.3. Small Ceremonies

The remaining 15 target schools all had small-scale ceremonies, attended by students, parents, school officials and AIP Foundation representatives. Helmets were provided directly to the students who had not already received helmets for participation in the large- and medium-sized ceremonies.

Table 8 Helmet Distribution at 15 Small Ceremonies

Primary School	Date	Student Helmets			Teacher Helmets	Total Helmets
		S	M	L	L	
Phnom Penh						
Hun Neang Tuol Tumpong II	December 16	375	101	20	23	519
Hun Neang Boeung Trabaek East	December 16	567	480	284	35	1,366
Chba Ampov I	December 26	795	573	424	52	1,844
Veal Sbov	December 26	72	73	38	7	190
Prek Eng	December 26	400	339	284	31	1,054
Kandal						
Bantheay Daek	December 24	345	256	8	3	612
Prek Ho	December 31	386	353	330	30	1,099
Prek Tapeou	December 31	393	322	217	28	960
Bun Rany Hun Sen Kroupeur Ha	December 31	383	320	303	44	1,050
Korki Thom	December 31	286	184	167	16	653
Kampong Speu						
Santhe Pheap	December 29	198	182	180	19	579

Kanduol Dom	December 29	231	150	176	16	573
Ang Serey	December 29	142	187	147	19	495
Ang Metrey	December 30	250	167	171	14	602
Prey Pdao	December 30	332	194	167	19	712
Total	12,226					

4. Outcomes of Activities

Overall, all 18 helmet donation ceremonies in Phnom Penh, Kandal and Kampong Speu were a success for AIP Foundation, as each ceremony largely occurred without incident and strong support from high-ranking government officials and HSHO sponsors and donors ensured that each event ran smoothly. Each school community happily accepted the helmets and voiced their commitment to wearing helmets and spreading awareness of helmet use among family and friends. Another measure of success is the speed in which the Ministry of Education now provides approval for HSHO implementation activities upon request. Previous to the ceremonies, it often took the Ministry several weeks to provide approval but after the networking and participation of stakeholders during the ceremonies, the Ministry has now provided approval within two weeks. This is a clear sign of the development of strong relationships between AIP Foundation and the Cambodian government, and will lead to stronger support for AIP Foundation activities in the future.



Primary school students pose with their new red helmets and HSHO donors

Participation of high-level government officials and other national and international honorary guests, including Sar Kheng, Deputy Prime Minister, and Michelle Yeoh, Global Road Safety Ambassador, symbolized the success of the events. Informal dinners and meetings before and after the event nurtured ongoing and new relationships between cost-share partners and other road safety partners in Cambodia. Additionally, the presence of an international award-winning film crew, Richard Stanley Productions, to film segments with Michelle Yeoh for an upcoming documentary to be shown at the Global Ministerial UN Summit in

Brazil in November 2015 on the importance of road safety in developing countries, highlighted the intense collaboration and support for road safety issues in Cambodia and abroad. The medal ceremony that coincided with the handover ceremony secured attendance of high-level representatives from cost-share partners, and strengthened key relationships and collaboration in the Cambodian road safety sector.

Media coverage was extensive in both national and international media. Media outlets from as far as Europe reported on the event.

A few of the minor challenges included additional logistical planning for the presence of the international film crew and the media reception following the event. Non-SBP staff from AIP Foundation in Cambodia were assigned tasks, and some small events such as additional awareness-raising activities before the December 9 ceremony were cancelled. Additionally, due to schedules of honorary guests, the medium and large ceremonies occurred closer to each other than originally planned. SBP staff worked hard to quickly arrange venues, mobilize participation, and draft speeches to ensure the events did not face additional difficulties since they occurred sooner than expected. One last challenge relates to the logistics of ordering helmets for fluid school populations. Prek Ho Primary School, in Kandal Province, split into two primary schools after the beginning of SBP activities. This required the SBP team to coordinate with, and provide helmets to, an additional primary school. There was also an increase in the number of students at all target schools, which led to AIP Foundation ordering a second round of helmets to be delivered to the remaining students in March and April 2015. The team learned some important lessons on organizing and hosting large events and working with high-ranking government officials and sponsors which will be applied to future ceremonies and events.

An additional order of 950 helmets for kindergartners, first graders, and teachers was made in January 2015 due to an increased number of students and teachers at each target school for the 2014-2015 school year. The number of helmets originally ordered was based on information from June 2014 from the 2013-2014 school year. To ensure that all students and teachers at the target schools receive helmets under HSHO during the current school year, AIP Foundation management approved the order and production of 950 extra helmets.

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Annex XIII. Helmet Handover and Awards Ceremony Agenda

School	Tuol Svay Prey Primary School
Venue	Tuol Svay Prey II Commune, Chamkamorn District, Phnom Penh, Cambodia
Time & date	9:00 – 11:30 AM, Tuesday, December 9, 2014

AGENDA

TIME (AM)	ACTIVITIES
07:00	Students, teachers and parents arrive
07:10	Road safety awareness activities for students, teachers, and parents (at the performance stage) - Why and how to wear helmet correctly - Orientation about traffic signs and safety measures - Q&A on helmet use and road safety
08:25	Honorary guests arrive
08:45	- H.E Deputy Prime Minister Sar Kheng, Minister of Interior, arrives
09:00	Ceremony begins
09:05	- Introduction of VIPs and honorary guests by MC - National anthem - Welcome remarks by H.E Chea Cheat, Director of Phnom Penh Department of Education, Youth and Sports - Remarks by Mr. Greig Craft, President of AIP Foundation - Remarks by Mr. Sean Callahan, Mission Deputy Director, USAID/Cambodia - Children sing a road safety song "One Helmet. One Life."
9:30	- Correct helmet use training by Michelle Yeoh, Global Road Safety Ambassador with participation from students of Tuol Svay Prey Primary School at the performance stage - Thank you remarks by student representatives
09:50	Key note address by H.E Deputy Prime Minister Sar Kheng, Minister of Interior
10:20	H.E. Deputy Prime Minister hands over the <i>Certificate of Appreciation</i> and awards to AIP Foundation and Donors
10:40	H.E. Deputy Prime Minister, representatives from USAID, CDC, FIA Foundation The UPS Foundation, AIP Foundation, Michelle Yeoh and government partners put helmets on 10 students to symbolize the helmet donation
10:55	Group photos
11:00	Media reception
11:30	Event concludes